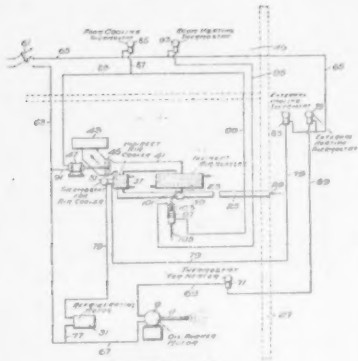


## LATEST PATENTS ISSUED

(Concluded from Page 11, Column 4)  
for supplying one of the tanks with water and thereafter simultaneously withdrawing the water from said tank and discharging it into the other tank, as and for the purposes set forth.

1,827,926. ATMOSPHERE REGULATING SYSTEM. Arthur H. Ballard, Boston, Mass., assignor to Arthur H. Ballard, Incorporated, Boston, Mass., a Corporation of Massachusetts. Filed Mar. 30, 1929. Serial No. 351,282. 18 Claims. (Cl. 257-3.)

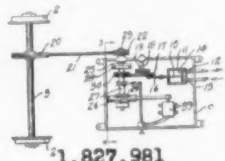


1,827,926

8. In a temperature regulating system for buildings, the combination with a refrigerating apparatus adapted to be started and stopped by thermostatic control, of an indirect air cooler supplied with a cooling medium conditioned by said apparatus, means to apply the cooling medium to cool the air in the building space, the temperature of which is to be regulated, said means including a motor-driven power actuated device for moving the air through the indirect air cooler to said space, said device being adapted to be started and stopped by thermostatic control, and thermostatic control means for said refrigerating apparatus and said power-actuated device adapted to start the apparatus and condition the cooling medium in advance of the actuation of said power actuated device.

9. In a temperature regulating system for buildings, the combination with an indirect air heater supplied with a heating medium, of a combustion device adapted to be started and stopped by thermostatic control for conditioning said heating medium, a power actuated device for moving air through said heater into said space, a thermostatically controlled valve for applying said heating medium to the effective heating of the air, thermostatically controlled means for starting and stopping said air moving device and for controlling said valve, and thermostatically controlled means for starting and stopping said combustion device to start the latter in advance of the actuation of said air moving device.

1,827,981. CONTROL MECHANISM FOR REFRIGERATING SYSTEMS. Benjamin L. Gates, Spokane, Wash., assignor of one-half to H. Luella Beamish, Spokane, Wash. Filed Oct. 15, 1927. Serial No. 236,341. 5 Claims. (Cl. 192-02.)



1,827,981

1. In a refrigerating system the combination with a machine, of a car-axle driving mechanism and an electric-motor driving mechanism, a pair of clutch devices and transmission-mechanism between the driving mechanisms and machine, an electric circuit for the motor, a single control rod for the clutch devices, and a circuit maker operatively connected with said control rod for controlling the motor.

1,828,286. STUFFING BOX. Ivar Lundgaard, Worcester, Mass., assignor to Devon Manufacturing Company, Boston, Mass., a Corporation of Massachusetts. Filed Aug. 5, 1926. Serial No. 127,293. 3 Claims. (Cl. 286-7.)

1. A stuffing box construction comprising a shaft adapted to revolve, a relatively fixed casing including a bearing portion through which the shaft extends, a shoulder upon the shaft adjoining one of the bearing portion, a bushing with its body portion engaging the casing provided with an annular flange in close bearing engagement with the shoulder on the shaft, and an annular paper gasket between the flange and the fixed casing adapted to hold the flange in firm but slightly yieldable engagement with the revolving shoulder.

1,828,435. REFRIGERATOR TRAY SUPPORT. Otto M. Otte, Tarentum, Pa. Filed Aug. 21, 1930. Serial No. 476,809. 10 Claims. (Cl. 312-177.)

1. Means for supporting tray structures in refrigerator compartments having unbroken side walls consisting of struck-up portions in said side walls, supporting rods threaded at their ends extending between said struck-up portions, members on the ends of said rods for engaging said struck-up portions, and guideways connected to said rods for slidably receiving the tray structures.

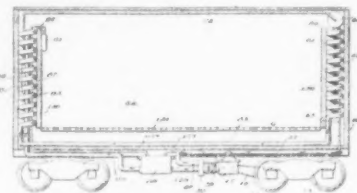
1,828,538. REFRIGERATOR FAN. Andrew A. Kucher, Chester, Pa., assignor to Westinghouse Electric & Manufacturing Company, a Corporation of Pennsylvania. Filed Nov. 19, 1924. Serial No. 750,805. 12 Claims. (Cl. 62-115.)

1. The combination with a fan for creating a current of air, of a refrigerating apparatus including evaporating and condensing elements, said evaporating and condensing elements being disposed in respective portions of the air current, and means for directing the portion of the air current passing over the condensing element in a direction different from the portion of the air current passing over the evaporating element.

1,828,559. REFRIGERANT. Christian Dantszen, Schenectady, N. Y., assignor to General Electric Company, a Corporation of New York. Filed May 21, 1929. Serial No. 364,942. 1 Claim. (Cl. 252-5.)

A refrigerating system comprising a compressor, said system having oil therein for lubricating the parts of said compressor, a condenser, an evaporator, and a refrigerant circulated through the system by said compressor and coming in contact with said lubricating oil, said refrigerant consisting of methyl formate without admixture with ether or any other substance which would cause it to become miscible to any substantial extent with said lubricating oil.

1,828,566. AUTOMATIC CONTROL FOR REFRIGERATORS. Samuel G. House and Rex C. Snell, Miami, Fla., assignors, by mesne assignments, to American Refrigerator Car Company, Miami, Fla., a Corporation of Florida. Filed Apr. 26, 1930. Serial No. 447,435. 11 Claims. (Cl. 62-115.)



1,828,566

1. In a refrigerating unit, a compressor, condensing coils connected with the compressor, expansion coils having restricted communication with the condensing coils, a return pipe connecting the expansion coils with the intake of the compressor, a pressure control unit interpolated in the return pipe and including a valve, means associated with the expansion coils for actuating the valve for restricting the return of a refrigerating medium from the expansion coils to the compressor in accordance with a drop in temperature of the medium surrounding the expansion coils.

1,828,693. APPARATUS FOR MOULDING ICE. Harry R. Van Deventer, New York, N. Y., assignor, by mesne assignments, to Inland Manufacturing Company, Dayton, Ohio, a Corporation of Delaware. Filed Sept. 15, 1926. Serial No. 135,496. 20 Claims. (Cl. 62-108.5.)

16. An ice freezing tray adapted for use with domestic refrigerators which comprises a receptacle for containing water and a removable resilient partition therein for dividing the ice into separate blocks, said partition being of such special shape as to materially increase the flexibility thereof beyond the inherent flexibility of the material thereof to facilitate the removal of the frozen ice blocks therefrom.

### FROZEN BRINE DATA OFFERED BY BUREAU OF STANDARDS

WASHINGTON, D. C.—The Bureau of Standards has prepared a set of practical working tables, suitable for use by engineers, demonstrating a method developed by the bureau for calculating the quantity of heat absorbed when one pound of a brine initially frozen or partially frozen is heated to any higher temperature.

Heretofore, the bureau said, there have been no readily available data of this nature which were applicable to frozen or partially frozen brines, though information has been available for brines at temperatures above their freezing points.

In designing a refrigerating plant the engineer requires a knowledge of the amount of heat absorbed by a unit weight of brine when it is heated from any given temperature to some higher temperature, the bureau points out.

### Metal Stampings Unit Bases and Guards

Household Refrigerator Metal Panels—Exterior or Inside Panels and Food Compartments. Louvered Panels—Special Traps or Panels—Water Cooler Panels.

MOTORS METAL MFG. CO. 1936 MILFORD AVE. DETROIT, MICH.

### The Purest Sulphur Dioxide

## EXTRA DRY ESOTOO

Made by our exclusive patented process.

Pure, easy to handle, does not deteriorate.

Made expressly for refrigerating use. Analysis guaranteed to show not over 50 parts of moisture per million.

Carried in stock by our Agents everywhere.

VIRGINIA SMELTING CO. F. A. EUSTIS, Secretary

Write or wire us where we can serve you.

West Norfolk, Virginia 131 State St., Boston, and 75 West St., New York

## LITERATURE OF MANUFACTURERS

Catalogues, bulletins and other material recently issued.

Manufacturers are requested to send copies of new trade literature to Electric Refrigeration News.

### Apex Valves

Ammonia expansion valves and regulators for condensing water used in water cooled refrigerators are described in bulletins 315X and 305X released by the Apex Regulator Co., Marshalltown, Iowa. Bulletin 320X of the same company shows a line of ammonia back pressure or relief valves for liquid level controlled evaporators.

The expansion valves are characterized by a large seat area, and the use of a soft metal for the seat. They operate with a throttling action.

The condensing water regulator is intended for large domestic and commercial systems, to control the water flow over the condensing coils. It is of the inverted valve type; when the condenser gas becomes hot its pressure increases, forcing open the regulator diaphragm, and causing the valve to pass water.

### Refrigerator Delivery Carriers

All-steel collapsible "Easy-Way" carriers for delivering refrigerators to the customer's premises are explained in a recent folder of the R & R Appliance Co., Inc., Findlay, Ohio. Each set is equipped with padding to protect the cabinet finish, and with a webbed strap to hold it. Wheels are rubber tired.

### Westinghouse Capacitors

Leaflet 20044-F of the Westinghouse Electric & Mfg. Co. covers group-type capacitor equipment for power factor correction on 60-cycle currents. The apparatus is designed for power factor correction on loads smaller than synchronous condensers will handle economically. Photographs and diagrams supplement the text.

### Air Conditioning Research

The American Society of Heating and Ventilating Engineers has just published a new booklet available to the trade on "Research, Its Value to the Art and Industry of Heating, Ventilating, and Air Conditioning." It explains the various projects being conducted by the A. S. H. V. E. research laboratory at the U. S. Bureau of Mines Experiment Station, Pittsburgh, and states the purpose of the society.

### Motor Starters

Bulletins 9101 and 9103 of Cutler-Hammer, Inc., Milwaukee, describe single-pole across-the-line starters such as are used in electric refrigerators. Inverse time limit overload protection is provided by the devices, heat of a resistance coil releasing the breaker contacts. In operation, pressing the "reset" button re-connects the motor across the line.

### Vitalaire Heat Control

Equipment for humidifying air for homes in the winter is catalogued in a recent publication of the Campbell Machine Co., Minneapolis, manufacturer of the "Vitalaire." The equipment is housed in a metal cabinet, and utilizes hot steam to heat air rising through a cloud of vapor in the cabinet to add moisture to the room in which it is installed.

### Steel Treatment by Cyanides

Roessler & Hasslacher Chemical Co.'s recently revised booklet entitled "Heat Treatment of Steels with Cyanides and Salts," contains considerable new information on the use of molten cyanide baths for low temperature nitriding of special alloy steels. It also contains data on cyanide baths, "case" composition, cyanide reheat, mottling, localized hardening, and the use of heating treating salts.



### AUTOMATIC STEAM CONTROL FOR WATER COOLERS

Send for booklet on complete line of self-closing faucets, bubblers, glass fillers, and other accessories.

**CENTRAL** BRASS MFG. CO. 2950 East 55th St. CLEVELAND OHIO

## LOW OPERATING COST IS SHOWN FOR TRUCK

OAKLAND, Calif.—The Willow Brook Creamery, here, reports an operating cost of 2½ cents a gallon for refrigeration of an ice cream truck which it uses in transporting ice cream from this city to San Francisco.

The truck is refrigerated by Frigidaire equipment and the power is furnished by a Novo auxiliary gasoline engine. The cost of operation of this truck for one 30-day period was as follows:

15 gallons of gasoline @ \$1.16.....	\$1.74
Oil .....	1.00
Depreciation .....	10.50

Total .....

During this period an average of 250 gallons of ice cream was carried each day or a total of 7,500 gallons for the month. On this basis the operating cost was 2½ cents a gallon.

The body storage capacity of this truck is from 275 to 300 gallons of ice cream. It is loaded in the afternoon immediately after the driver completes his deliveries. At 2 o'clock in the morning the watchman turns on the Novo engine and lets it run for an hour. Before the driver starts on his morning run he operates the engine for approximately one-half hour. The only time this machine operates during the day is in the afternoon and the operating time seldom exceeds one hour.

### ROOM COOLER INSTALLATION ATTRACTS INTEREST

WORCESTER, Mass.—Increasing interest is shown here in room cooling, according to the Hinman Cooling Corp., Frigidaire dealer. A Frigidaire machine taking care of 300 sq. ft. of floor space, has been in operation since early last summer in a store room of the Gilman & Moffet Co., wholesale confectionery establishment.

Observations of the machine's work have been made by other concerns and good prospects for installations by mercantile and manufacturing concerns are reported, the dealer says.

## The enameling sheet with increasing popularity—"MICHIGAN METAL"

Sheets suitable for every vitreous enameling need

**GREAT LAKES STEEL CORP.**

Michigan Steel Division  
Vinewood 2-3650

ECORSE, MICH.

TECUMSEH RD.

## Eliminate Water Waste with ARCO Solenoid Valves

ARCO Solenoid Valves prevent the waste of water and insure the efficiency of your water-cooled units. The No. 682 Arco Solenoid Valve is a compact magnet valve which controls the flow of cooling water to the condenser. It opens when the motor starts and closes tightly when the motor stops.

This valve can be operated either by the temperature or pressure control or wired in parallel with the compressor motor. The plunger and seat are non-corrosive and the coil is insulated against "sweating." It has ample capacity for normal requirements. Connections are 3/8-in. pipe size. Furnished for any current and for water pressure up to 200 lbs.

Listed by the Underwriters' Laboratories, Inc., as standard. Moderately priced because of the large production. Write today for complete information about this valve and Mercoid Controls for refrigerating needs.



**DETROIT LUBRICATOR COMPANY**  
DETROIT, U. S. A.

5842 Trumbull Avenue

Division of  
AMERICAN RADIATOR & STANDARD SANITARY CORPORATION



# ELECTRIC REFRIGERATION NEWS

Registered U. S. Patent Office.

The business newspaper of the refrigeration industry

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Aug. 1, 1927, at Detroit, Mich.

TEN CENTS PER COPY  
TWO DOLLARS PER YEAR

## NEMA STATISTICS FORM ISSUED TO GROUP MEMBERS

### Seven Companies Name Statisticians To Prepare Data

CLEVELAND, O.—Revised forms for the collection of sales statistics accompanied by printed instructions have been distributed to all members of the refrigeration division of the National Electrical Manufacturers' Association, Glenn Muffy announced at the division meeting Oct. 21 in Hotel Cleveland.

Seven of the member companies have appointed a statistician to work with them in perfecting their routine to assure correct reports, according to Mr. Muffy. In the remaining companies, the subject is being temporarily handled by the executive head until a statistician is designated.

The industry as represented by the division stressed the fact that "field stocks" is a vital part of the industry's statistics, and the members as individuals pledged their very best efforts to collect and report such data.

The statistics as collected by the division will be accurate and it is hoped that they will be used by outside interested agencies as a basis for their published reports of the industry's statistics.

The division is of the opinion that all mechanical refrigeration manufacturers should assist and contribute to the collection of the industry's statistics.

Mr. Muffy reported that there is increasing interest on the part of states, cities and municipalities in the service offered them by the division in assisting the development or revision of their refrigeration codes.

One of the larger municipalities has raised the question as to whether or not the American Standard (A. S. R. E.) Safety Code for Mechanical Refrigeration conflicts in any way with other codes, such as the National Electrical

(Concluded on Page 11, Column 4)

## WHOLESALE MANAGERS TO STUDY DEALER PROBLEMS

CLEVELAND—An analysis of the General Electric refrigerator dealer's sales problems and an educational course outlining the proper use of the multitude of natural sales tools at hand were recommended here recently in a talk before the 1931 Wholesale Manager's Conference in the Refrigeration Institute of the General Electric Refrigeration department by B. P. Zimmerman, manager of the department.

Mr. Zimmerman was the principal speaker at the two-day conference. A. A. Uhalt, director of dealer operations for the refrigeration department, directed the meeting.

Other speakers included George Patterson, distributor in St. Petersburg, Fla., who spoke on "The Patterson Plan"; Albert Ahrens, Kansas City, Mo.

(Concluded on Page 8, Column 4)

## CROWEN, SON RESIGN FROM CHICAGO DISTRIBUTORSHIP

CHICAGO—P. C. Crowen and S. N. Crowen, formerly vice president and secretary and treasurer, respectively, of the Frank H. Johnson-Son-Crowen, Inc., Chicago distributor for Westinghouse electric refrigerators, have resigned from the firm.

Frank H. Johnson and George R. Johnson have retained their positions as president and vice president, respectively. The newly elected secretary is Floyd Bateman, and the new treasurer is Mayo Lenz.

## 3 MID-WEST DISTRIBUTORS NAMED BY HORAN

ST. LOUIS—Three distributors of King Kold electric refrigerators have been appointed in this territory by L. J. Horan, district sales manager.

E. J. Straus Co., St. Louis, will distribute the unit in this trade territory while A. J. Harvi Hardware Co., Atchison and Wichita, Kan., will handle the Kansas territory. Isaac Walker Hardware Co., Peoria, Ill., will distribute in Illinois.

## Sunbeam To Boost Output 50%

EVANSVILLE, Ind.—The Sunbeam Electric Mfg. Co., manufacturer of electric refrigerators, will enter 1932 with larger operating force.

The schedule for the next year calls for 50 per cent production volume increase, William A. Carson, president and general manager, stated.

The increased production schedule proposed is made possible by a recently completed addition costing about \$50,000.

## BLACK TAKES LEAD IN MARCH TO MANSFIELD

MANSFIELD, O.—Allen Black, apartment house salesman for Allen-Ingram, Inc., New York City, leads the field in the Westinghouse "On-To-Mansfield" expedition by 2,000 miles.

Black, who finished among the leaders in the recent "Build-A-Refrigerator" contest, had progressed 4,670 miles on his way to Mansfield, according to the most recent compilation at contest headquarters.

In second place was W. W. Drodgy, retail salesman for Houston Light and Power Co., Houston, Tex., while H. Midgley, sales supervisor for Allen-Ingram, Inc., had covered 1,555 miles to hold third place among individual salesmen.

The New York district is leading the supply bases in the expedition while the central district is second. Third place is held by the northeastern district.

## NORGE SALESMEN ENTER CHRISTMAS SALES CONTEST

DETROIT—With Christmas presents as their goal, 8,000 Norge electric refrigerator salesmen are competing in the "Christmas Opportunity Contest," which started Nov. 1 and will come to a close Dec. 25.

The competition is for domestic salesmen, apartment house salesmen, distributor's contact men, dealers, and distributors with the Howard E. Blood trophy, won by Strong, Carlisle and Hammond, Cleveland, in the summer Rollator contest, going to the leading distributor at the end of the contest.

Merchandise prizes will be the goal of domestic and apartment house salesmen. The domestic salesmen will receive two prize credits for each \$1 worth of sales, and must sell two units in order to be eligible for a prize. Apartment house men will receive two credits for \$10 in sales and must sell 20 units in order to receive an award.

Prizes can be ordered as soon as they

(Concluded on Page 2, Column 5)

## BUREAU OFFERS \$600 FOR BEST STORE DISPLAYS

### Window Decorations, Interiors To Be Judged

NEW YORK—Six prizes, totalling \$600, are being offered by the Electric Refrigeration Bureau for the best holiday window and store interior displays. Any utility or other retail sales outlet for Frigidaire, General Electric, Kelvinator, Norge, or Westinghouse is eligible to compete.

The winning window display in each of three different classifications will receive \$100 as will the winning interior scheme. The classes for window displays are: window floor area under 50 sq. ft.; window floor area between 51 and 100 sq. ft., and window floor area over 100 sq. ft.

Interior decoration classifications are: store with display floor area under 200 sq. ft. devoted to electric refrigeration; floor area between 201 and 400 sq. ft., and floor area of more than 400 sq. ft.

Judges of the contest will be Frederick L. Wertz, display counsel; L. E. Moffatt, editor, *Electrical Merchandising*, and Frank E. Watts, vice president, *Electric Light and Power*.

Any eligible competitor may compete for one or both of the prizes in his class. The competing displays must stress in some way or other the Christmas spirit and the idea that an electric refrigerator is an appropriate or appreciated Christmas gift.

A pamphlet giving complete information about the contests and telling about dealer helps which have been prepared has been issued by the national bureau. They must be displays in actual use in 1931, and a photograph and descriptive letter must be sent in to national

(Concluded on Page 4, Column 1)

## Blood Made Member Of Committee

DETROIT—Howard E. Blood, president of Norge Corp., has been elected to the executive committee of Borg-Warner Corp., parent company.

Ira Reindel, service manager for Norge, has been appointed assistant to the president, according to Mr. Blood.

The life story of Mr. Blood is told in this issue of *ELECTRIC REFRIGERATION NEWS* by George F. Taubeneck in "The Expansion Valve" which appears on page 10.

## \$350,000 To Be Spent On Alaska Plant

MUSKEGON, Mich.—More than \$350,000 will be spent in improving the plant of the former Alaska Refrigerator Co., which was purchased by Norge Corp.

The present payroll of 650 men and women may be more than doubled by the first of the year when the new machinery and addition to the factory will be placed in operation.

The company is planning to move the assembly of units from Detroit to the new Muskegon plant.

## HARRISON CLIMBS IN RACE FOR PRESIDENCY

CLEVELAND, O.—The end of the seventh week of the race for president of Refrigeration in the General Electric refrigeration department's "Monitor Top Election Campaign" saw Philip H. Harrison, Newark, N. J., in third place, but 26 votes behind C. L. McCrea, the Washingtonian who for three consecutive weeks has held a firm grip on second position.

Art Dunning of Duluth still leads the candidates by a margin of 661 votes over McCrea.

Harrison's spectacular advance, aided and abetted by "The 25 Plan," was equalled only by the climb of Warde B. Stringham, who last week closed the largest apartment house sale ever made in Iowa at Fort Dodge and came up 31 positions to eleventh place.

Fred Harvey's activities have brought him again into first place among the district representatives and T. B. Allen, new representative who last week was

(Concluded on Page 2, Column 5)

## LAUBE APPOINTED FIELD SALES MANAGER OF B.-K.

NEW BRUNSWICK, N. J.—Herbert L. Laube became field sales manager of the Brunswick-Kroeschell Co. of New Brunswick, N. J., a division of Carrier Corp., on Nov. 1. He was formerly export sales manager for Brunswick-Kroeschell and has more recently been associated with Carrier-Brunswick International, Inc.

Mr. Laube obtained his B. S. degree in mechanical engineering from Iowa State College in 1923. He joined the Parker Ice Machine Co. of Los Angeles, Calif., as an engineer soon after graduation and was later appointed sales manager.

In February, 1927, he joined the export department of the Brunswick-Kroeschell Co., subsequently becoming manager. Mr. Laube has travelled extensively for the Brunswick-Kroeschell Co., covering practically all sections of the globe.

## GIBSON ELECTRIC INCREASES STAFF; ADDS NEW MODEL

### Marshall, Delano, Bailey Join As Sales Executives

By John T. Schaefer

GREENVILLE, Mich.—Coincident with the announcement of a more extensive marketing program for the Gibson electric refrigerator was the appointment last week of three new sales executives of the Gibson Electric Refrigerator Corp., and the addition of a new three cubic foot model to its line.

An active campaign has been started to enlist dealers and national distributors for the Gibson electric machines. Frank S. Gibson, Jr., vice president in charge of sales states. This new distributing organization is being established separately from the sales outlets for Gibson ice refrigerators.

W. R. Marshall has been named sales promotion manager, F. A. Delano is the new general sales manager, and Harry H. Bailey will serve as assistant sales manager, it was announced.

Mr. Marshall was a member of the sales promotion department of the Grigsby-Grunow Co., and directed the motion picture exploitation which introduced the Majestic refrigerator two years ago.

Mr. Delano formerly conducted sales training schools for the Victor Co.; Atwater Kent Corp.; Brunswick-Balke Co.; and the Grigsby-Grunow organization.

Mr. Bailey also comes from Grigsby-Grunow, having had charge of the dealer and distributor franchise department while there. All three of the new Gibson men were connected with William C. Grunow & Associates, Chicago.

With the introduction of the new 3-ft. model last week, the Gibson electric line now includes four sizes: a two-door refrigerator offering 7.33 cu. ft. of food storage space and capacity for making 126 ice cubes; a 5.44-cu. ft. model with 105 ice cubes; a 4.08-cu. ft. refrigerator with 63 ice cubes; and the new 3-cu. ft. units with 42 cubes.

Built along the same lines as the three

(Concluded on Page 11, Column 2)

## SHIPMENTS OF COPELAND COMMERCIALS GAIN 59%

MT. CLEMENS, Mich.—Shipments of Copeland commercial refrigerating units increased 59.4 per cent during the fiscal year ending Oct. 31, 1931, over those of the same period in 1930. W. D. McElhinny, vice president of Copeland Products, Inc., announces.

"During the past two years," said Mr. McElhinny, "Copeland has developed a line of commercial refrigeration equipment in addition to its household line. This equipment includes every type of refrigeration from small installations to large plants. All these factors have reflected themselves in the volume of sales for the past two years."

## WESTINGHOUSE ANNOUNCES CHRISTMAS PLAN

MANSFIELD, O.—An arrangement in financing Christmas sales of Westinghouse electric refrigerators has been made with the Commercial Investment Trust Co. whereby monthly payments on the unit can be deferred until March 15.

The plan calls for a down payment of 10 per cent of the retail price on large models on the day of sale or \$10 down on the three smaller models.

Purchasers can start making monthly payments March 15 and have 24 months to pay, starting with the date of purchase.

## CHAPPLE NAMED MANAGER OF ARMO ASSOCIATION

MIDDLETOWN, O.—Bennett S. Chapple, Jr., has been appointed manager-director of the Armo Distributors association, succeeding G. W. Breiel, assistant manager of Armo's galvanized and long term sales department.

Chapple started with American Rolling Mill Co. in 1928 as a member of the sales development department. He ultimately became executive secretary of the distributors association.

## Crowds Attend Chicago Show



Thousands of Chicagoans viewed the large display of electric refrigerators at the recent show conducted by the Commonwealth-Edison Electric Shop. Twelve distributors had exhibits in this exposition.



## BACKERS OF 'HONEST' SYD CASWELL RALLY

By Phil B. Redeker

DETROIT—A rousing political rally that brought 1,548 votes to the credit of "Honest" Syd Caswell, local G. E. distributor and candidate from the state of Caswell-Stull for the presidency of Refrigeration, was held at the local G. E. refrigerator headquarters Saturday, Nov. 14.

Plenty of old-time political atmosphere in the form of brown derbies, free cigars, rally leaders, noisemakers, a jazz band and a dramatic skit—in fact everything but hecklers—permeated the meeting.

The seventy-odd assembled henchmen were particularly demonstrative during the ballot-casting in which pleas were made by campaign manager "Rock" Smith for more concerted action so that "Honest" Syd might pass up Art Dunning, the "Duluth Despot," C. L. McCrea, the "Washington Conspirator," and Phil Harrison, the "Newark News-boy," who are now holding down the first three places in the presidential race.

The meeting was opened by a one-act playlet, "The Murder of Old Man Depression." Balliff John Marks, "Oyez!" the court open for Judge Belcher (Syd Caswell) who heard the charge of murder placed against Elmer Zilch Topper (Tom Phillipson) and his gang of Toppers by prosecuting attorney "Ballyhoo" Truax.

The testimony of Mr. Gloom (Benny Sachs), bosom friend of Old Man Depression, was heard, after which Elmer Zilch Topper took the stand and confessed to having chased Old Man Depression out of 25 houses daily, beat him with Canvass Calls, knocked him down with the Brooder, slapped his face with "What Mrs. Wallace Said," shot him through with direct mail, choked him with advertising, and finally cut



Syd Caswell listens to Benny Sachs tell how the gang of "Toppers" (seated at the table in the left foreground), murdered Old Man Depression. "Rock" Smith (standing) and "Ballyhoo" Truax (seated at right table) were the opposing attorneys. The skit was part of the Caswell-Stull rally in the G. E. political sales campaign.

his heart out with the "Winter Selling Plan."

Defense Attorney "Rock" Smith presented a strong plea and Jury Foreman Bob Bilbrey wasn't long in returning a verdict of not guilty and recommending that Elmer Zilch Topper and his gang be rewarded for their act which was forthwith carried out by Judge Caswell who presented \$10 checks to Phillipson,

William Potter, Flint; William Richter, Flint; Mrs. E. K. Knight, Lansing; M. F. Cahill, Lansing; Sam Meyers, Detroit, and H. Cosgrove, Lansing, who comprise the six highest salesmen in the Caswell-Stull Closers' Club.

Ward Bosses "Deke" Dinwoodie and "Rock" Smith counted the votes in the rally proper in which many special ballots (giving extra credits to the

salesmen) were drawn by some of the voters. C. D. Brown, Kalamazoo, leading candidate for the Mayoralty position, and William Richter, Flint, who is right on his heels, were applauded.

Arthur Scaife, G. E. central merchandising department, Cleveland, closed the meeting by speaking to the salesmen on sales methods, mechanical operation, the G. E. central organization structure, and competitor comparison.

"The salesmen should stress the fact that there must be balance between the four factors of service, maintenance, operating cost, and original cost, and that a discrepancy or neglect in any of these factors will prevent the user from realizing the value of an electric refrigerator," Scaife told the salesmen.

Others who attended the meeting besides those already mentioned included: C. G. Blackburn, E. Hutchinson, L. Bedill, and P. Lindquist, all from Lansing.

The Grand Rapids delegation included J. Baldwin, C. E. Wilson, Fred Willis, E. L. Eldred, M. T. Dierdorf, R. N. Colburn, Harry Ames, Joe Norkus, R. K. Hesseline, P. H. Van Wert.

Besides the "Toppers," others who journeyed over from Flint included N. H. McIntyre and Harry Seidschlag.

Salesmen from Detroit attending the meeting were H. Armstrong, Charles Beck, George Gonia, K. W. Bigelow, Tom Ireland, H. C. Hawkins, F. Baker, Frank Pendergast, B. Segall, W. Ballantyne, G. O. Gillette.

Charles Crane, H. Wittbeck, J. Labadie, M. Clay, A. R. Miller, C. W. Smith, Allan Campbell, Harry Dailey, C. Gunnlagson, J. W. Matthews, J. W. Ailes, Charles Bennett, F. Carson, F. Schneider, M. Aurand, B. Andrews, M. Thierry, C. Birge, A. Milbey, R. Crawford, and G. Williams.

## HARRISON CLIMBS IN RACE FOR PRESIDENCY

(Concluded from Page 1, Column 4)

ahead, slipped to third place as R. H. Ferguson climbed into second position from third.

The heaviest losses were sustained by W. D. Alexander, "Stormy Petrel of the South," whose Atlanta, Ga., "constituents" forsook him, and George Belsey, the Los Angeles, Calif., candidate. Alexander, who during the first part of the campaign was among the leaders, usually in first place, dropped to ninth, and Belsey went from tenth to sixteenth.

Charles Gould, candidate from Portland, Me., has maintained a firm place for several weeks among the leading seven. Last week, however, he dropped to fifth place behind Fred Cushman, Cleveland. Cushman, too, has been one of the steady vote-getting aspirants to the presidency and for several weeks he has been within "striking distance" of the lead.

Rex Cole, who in the early part of the election campaign made rather a poor showing, advanced two places last week to seventh. According to dispatches from District Harvey, Charles D. Gentsch, Boston, Mass., candidate now in thirty-first position, will be up among the leaders within a week or two.

Among the other candidates in the race an anticipated increase in sales has brought a number of advances. Candidate R. S. Montgomery climbed seven places, as did Candidate Syd Caswell of Detroit and L. W. Driscoll.

## NORGE SALESMEN SEEK XMAS CONTEST PRESENTS

(Concluded from Page 1, Column 2)

are earned, inasmuch as many of them will be used as Christmas gifts.

In the distributors' contest, the Howard E. Blood trophy will be awarded on the basis of quota as compared with shipments made between Nov. 1 and Dec. 24. Three plaques will be awarded to the next highest distributors.

A wrist watch will go to the contest manager for the winning distributor.

The competition for contact men will be known as "Fill the Stocking Contest," and the contact men will receive 20 prize credits for each new salesman signed during the competition and 200 credits for each unit sold over quota in his territory.

Individual distributors are conducting dealer contests in which prizes will be awarded to the dealer making the greatest number of sales over quota and the greatest all-around showing. Plans for this competition have been completed by the distributors.

In connection with the Christmas campaign, the company has published the "Nikki Norge" booklet for children, which is designed to make entrance into the homes of prospects easier.

## CELEBRATES ANNIVERSARY

MIDDLETOWN, Conn.—Blau's Electric Shop, Majestic refrigerator dealer, recently celebrated its twenty-second anniversary. Walter A. Blau is head of the concern.

# HYDRO-THERMAL GRIDS



## Modern Refrigeration



Hydro-Thermal Grids; Typical assembly of four standard units in refrigerator.

**D**EALERS who sell Hydro-Thermal Grids have a powerful sales argument—"frostless" refrigeration.

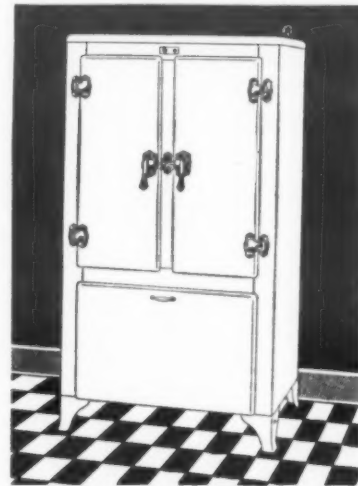
Refrigeration that accumulates no frost . . . prevents the drying-out of foods . . . preserves the full weight of meats and other perishable products . . . enables the meat market to sell a full pound of meat for every pound purchased.

"Frostless" refrigeration eliminates the nuisance of periodical defrosting. The thin skin of frost that forms while the compressor is operating, disappears automatically between cycles of operation.

Wide-awake users of refrigeration know that Hydro-Thermal Grids mark a great stride in mechanical refrigeration . . . dealers who sell Hydro-Thermal Grids cash in on the demand for a non-dehydrating system . . . they are able to offer the best and newest in modern refrigeration.

**AMERICAN ENGINEERING CO.**  
2420 Aramingo Ave. Philadelphia, Pa.

## STARR FREEZE Electric Refrigeration



MEANS—

**FASTER SALES BECAUSE THERE IS**

**3½ year guarantee**

**NO LOST SALES EFFORT**

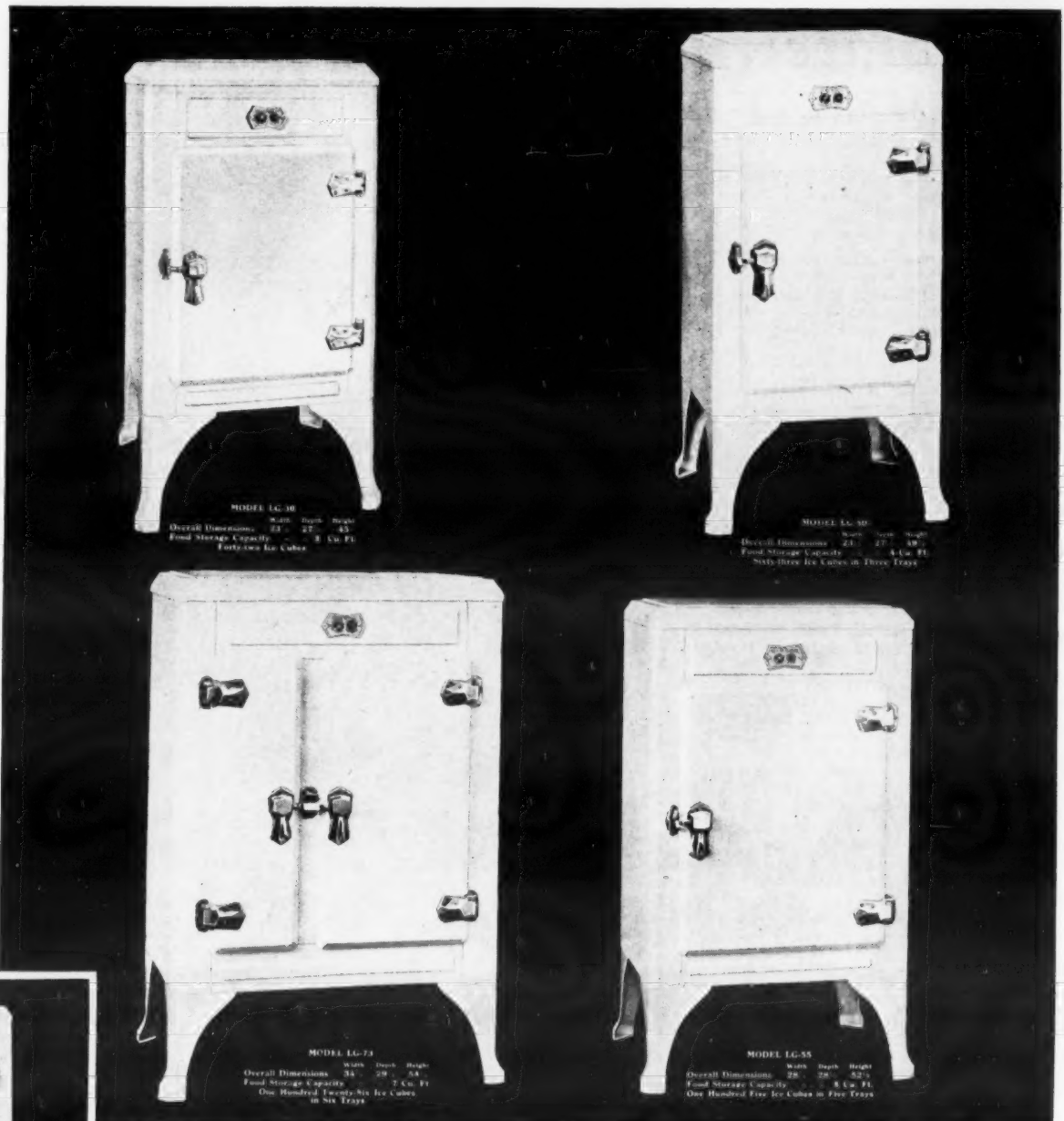
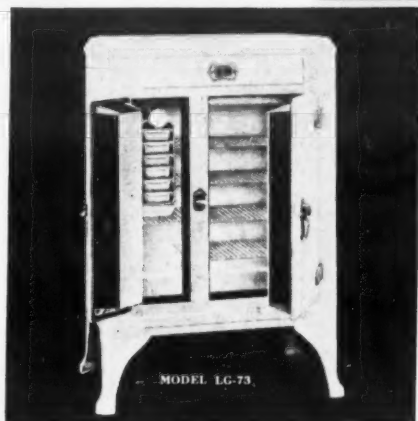
Our liberal sales plan is making real profits for dealers everywhere. Write us today!

**THE STARR COMPANY**  
RICHMOND INDIANA



# A BACKGROUND of 50 YEARS EXPERIENCE and OVER 3 MILLION SATISFIED USERS NOW BRINGS TO YOU THE

## GIBSON Electric REFRIGERATOR



An Announcement of Paramount  
Importance to the Refrigerator  
Distributors & Dealers of  
America.

### "Gibson", A Household Word

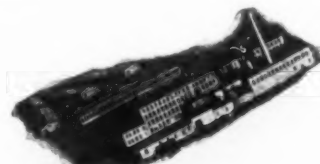
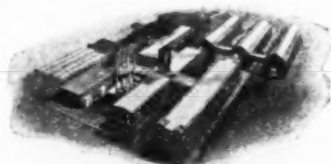
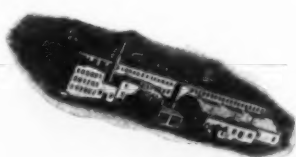
Fifty years of refrigeration experience is back of the Gibson Electric; fifty years of concentrated effort and achievement. The Gibson Company has grown up with the refrigeration industry. It has pioneered and developed many advanced improvements and supplied millions of homes with finer, more economical food preservation. "Gibson" is a household word in refrigeration.

### Time Tested

Several years ago when electric refrigerators were first introduced for home use, dozens of manufacturers rushed pell-mell into production. Gibson didn't. It spent those years in careful research and development and has adopted only the proven principles of electric refrigeration. In the past six or seven years Gibson has built thousands of cabinets for some of America's largest electric refrigerator manufacturers. *Gibson's experience in cabinet construction is greater than the combined experience of all other makers.*

Now, Gibson enters the electric field; enters it with the confidence and assurance that its product measures up fully to Gibson standards of perfection. You, Mr. Dealer, will find more sales features in the Gibson than in any other electric refrigerator. We can prove that statement, you can prove it, and your customers can prove it—to their complete satisfaction.

**GIBSON ELECTRIC REFRIGERATOR CORPORATION**  
GREENVILLE MICHIGAN



### NOTICE TO DISTRIBUTORS AND DEALERS

Territories are being  
rapidly closed. Wire  
at our expense for com-  
plete details.

### MONOUNIT Refrigeration

There is no waste space or awkward, cumbersome appearance caused by the Gibson refrigerating unit. The **MONOUNIT** is the simplest and most efficient on the market—compact, positive and sturdy. It is built for years and years of quiet, dependable and economical service.

The process of generating cold air is relatively simple compared to the process of controlling it after generating. Gibson's years of experience—designing, testing and proving—have centered around that single most important thing in electric refrigeration—the cabinet itself! The cold air in a Gibson is harnessed completely; controlled and directed to give the greatest efficiency and economy.

### Gibson Dealer Cooperation

A national advertising schedule has been formulated and the Gibson Electric will soon be introduced to the consumers in a powerful, effective campaign. Prepare for this sales response. There are models for every type of home, and Gibson offers to its distributors and dealers what is believed to be the most unique, resultful and comprehensive sales plan ever devised.

Stock now. Immediate delivery can be made and there is a generous dealer profit.

3 Year  
Guarantee

Choice of 8  
Temperatures  
at Your  
Finger Tips

Safe Type Doors  
Defy Leakage  
of Air

Broom High  
Legs

THE GIBSON  
Top Mounted  
MONOUNIT  
BALANCED  
SIMPLICITY  
Three Moving Parts



# Local Refrigeration Dealers Compete in Decoration Contests

## PRIZES OFFERED FOR WINDOWS, INTERIORS

(Concluded from Page 1, Column 1)

bureau headquarters not later than Jan. 5, 1932.

For window displays, the following points will be considered:

1. Christmas sales appeal.
2. Effective use of manufacturers' display material.
3. Use of Electric Refrigeration Bureau tie-ups, such as cut-outs, window stickers, or Christmas magazine advertisement proofs.
4. Attractive appearance and arrangement.
5. Individuality or unique features.
6. Lighting effects and after-dark display.

For interior displays the same points will be considered, except that point No. 6 will be "Accessibility."

### Three Illinois Towns Sponsor Shows

JOLIET, Ill.—Three shows were sponsored by the Public Service Co. of Northern Illinois in Joliet, Kankakee, and Waukegan during electric refrigeration week.

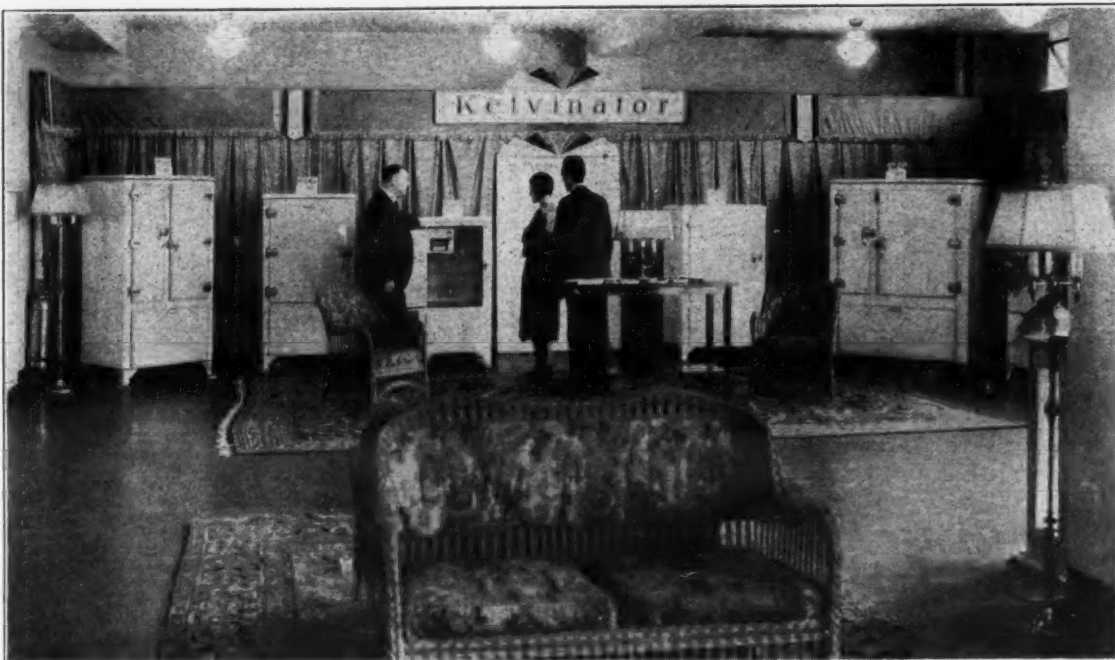
Ten different refrigerators, representing more than a dozen local dealers, were represented in each show. The dealers cooperated in advertising the show with the utility.

Costs of the show were underwritten

by the utility while the dealers represented in the exhibits agreed to pay \$1 for every unit sold during the remainder of the year into the bureau treasury. The utility offered to match every dealer's dollar with another one and will also pay in \$2 for every unit sold by its sales force.

Entertainment features and demonstrations were included in each show.

### On Permanent Display



This picture shows one of the permanent refrigeration displays of the Boston Edison Co.

jestic, Copeland, Norge, Mayflower, Guernsey, Dayton, and Leonard.

Lectures by prominent figures in the refrigeration show will be included in the program along with demonstrations of cooking. A prize of a \$200 electric refrigerator will be offered along with awards of frozen desserts and refrigerator dishes.

In the previous show, which was held during Electric Refrigeration Week, Oct. 3-10, 16 makes of electric refrigerators were shown. They were: Kelvinator, General Electric, Frigidaire, Westinghouse, Majestic, Copeland, Norge, Servel, Ice-O-Matic, Mohawk, Mayflower, Gurney, Gibson, Arctic Air, Dayton, and Starr Freeze.

The show attracted more than 52,000 people. The purpose of the second show is to stimulate holiday sales.

### 9 Dealers Cooperate In Massachusetts

LAWRENCE, Mass.—Nine electric refrigerator dealers cooperated with the Lawrence Electric Refrigeration Bureau in presenting a show which was held in the Sargent building of the Lawrence Gas and Electric Co.

Two display cases were exhibited also during the show, one built by the Amesbury Brass Foundry Co. of Amesbury, Mass., which was cooled by a Kelvinator compressor, and the other by C. V. Hill Co., Trenton, N. J. The Hill case was used to exhibit Birdseye Frosted Foods.

Mrs. Margaret J. Fenton, home economist of the Lawrence Gas and Electric Co., gave daily demonstrations at the seven-day show. More than 1,200 persons attended the show.

Exhibitors were: T. J. Buckley, Inc., White Mountain; P. D. Dalrymple, Frigidaire; Durant Square Appliance Co., Copeland; George D. Fitts, General Electric; Fred Gardner, Frigidaire; K. N. Sales and Service Corp., Norge; Lawrence Gas and Electric Co., General Electric and Kelvinator; M. J. Sullivan, Inc., Leonard and Majestic, and Treat Hardware Corp., Majestic and Westinghouse.

### Fall Show in Center Of Illinois

PEORIA, Ill.—The fall refrigeration show here was presented in connection with the ninth annual Central Illinois exposition from Oct. 20 to 24. A large number of persons attended the exposition which focused interest on electric appliances.

### Dealers Fail To Cooperate for Show

BAKER, Ore.—Various electric refrigerator dealers in this territory did not cooperate with the Eastern Oregon Light and Power Co. in the presentation of an exhibit during Electric Refrigeration Week.

## Your Customers Will Want This New and "Different" Practical XMAS GIFT

# Easy-Out

### ALL-METAL TWIN ICE TRAY

Easy-Outs provide a useful and "different" gift for this practical Xmas—a gift that will be used several times a day and each time will remind the user of the giver's thoughtfulness. Each Easy-Out is done up in a Christmas Gift Wrapper. Included is an exchange card which removes the gift sales objection when the correct size is not known.

Dealers who sell Easy-Outs can cash in on this desire for something new in Xmas gifts. Display the Christmas Gift Packages in refrigerators on your showroom floor. You can easily include the cost of the Easy-Outs in the delivered price without increasing sales resistance and thus make an extra profit. Sell Easy-Outs to the window-gazing Xmas traffic by displaying them in your windows, too.

We will supply FREE Xmas newspaper mats for you to run in your local newspapers. People who come in to buy Easy-Outs for gifts may be prospects for refrigerators.

Send in your order right away for a supply of Easy-Outs in the attractive Christmas wrapper which covers the standard carton and adds a seasonal appeal. A gift label makes the package a completely wrapped gift package. Get your share of this Christmas accessory business by taking full advantage of the unusual appeal of Easy-Outs. If you do not now carry Easy-Outs, send in your order today.

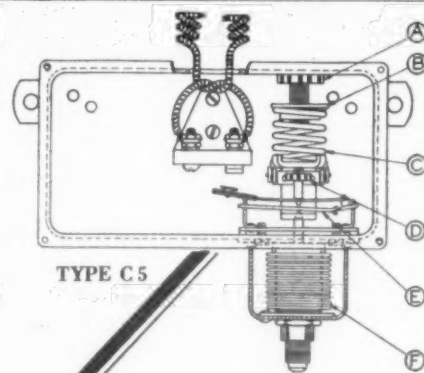
#### PERSONAL TRIAL TRAY FOR \$1

All dealers who write us on their own orders or letterhead as proof of bona fide interest in refrigerator selling will be sent a personal trial tray for \$1. Number limited to one tray per customer. Please give size of tray you are now using and make of refrigerator, when ordering.

### IN SPECIAL XMAS GIFT BOXES



No water is needed to remove the ice from the Easy-Out. Just press down sharply on ends of grid. Lift out the grid and twist or flex it. If an abnormal freezing condition occurs, a dash of water on back of tray produces immediate results.



## Snapon Controller

THIS TAG Snapon Controller is ideal for domestic and commercial refrigerators, water coolers and ice cream cabinets where a high pressure or high temperature cut-out is not required.

Underwriters' Laboratory approval is guaranteed on this instrument when used with 1½ H. P. motors A. C., 110-220 volts; 1 H. P. motors D. C., 110 volts; ½ H. P. motors D. C., 220 volts.

Here are some of the outstanding specifications:

#### IF PRESSURE ACTUATED:

Differential may be from 3 lbs. or its equivalent in vacuum and pressure to 25 lbs. or its equivalent in vacuum and pressure. Differential may be increased or decreased in accordance with instructions pasted on inside cover of controller. It may be run up or down over the range. ¼" S. A. E. connection supplied, unless otherwise specified.

#### IF TEMPERATURE ACTUATED:

Differential may be from 5° to 25° F. Differential may be increased or decreased as described above. Any standard bulb ⅜"x3½", 9/16"x2¼", ⅝"x6" or Spiral bulb ⅝"x12" may be supplied with this instrument. Connecting tube may be from a few inches to 10 feet in length.

C. J. TAGLIABUE MFG. CO.  
PARK & NOSTRAND AVES.  
BROOKLYN, N. Y.

## TAG Type C5

REFRIGERATION  
ACCESSORIES  
DEPARTMENT OF

# McCORD

RADIATOR  
& MFG. CO.  
DETROIT, MICH.

C. J. TAGLIABUE MFG. CO., Dept. 25  
Park and Nostrand Aves., Brooklyn, N. Y.  
Consultants: Please send me detailed information, quantity discounts and price list for TAG Snapon Controllers.  
Name.....  
Address.....



## Public Contests, Canvass, Research Used by Chicago Copeland Head

By Phil B. Redeker

CHICAGO—Devices for uncovering prospects for the sale of refrigeration are almost a fetish with Harry Kessler, president of the Chicago Copeland Co.

City-wide public contests, a telephone canvass, amateur sleuthing, and carefully planned research lasting over a period of several months are some of the means by which prospective buyers of refrigeration are tracked down by his organization.

Mr. Kessler reduces salesmanship to the simplest possible terms.

"There are but two really fundamental steps in the selling process—finding the prospect and then getting him to buy," he declares. "Many are inclined to spend all their thinking on the second step, while the uncovering of the prospect obviously must come first."

In addition to the campaigns and schemes which Kessler employs in searching out prospects, the Chicago Copeland head has one agency, his salesmen, who daily go out to seek prospects.

### Likes Hard Workers

Kessler likes the hard-working, steady-going type of salesman (one of his "surveys" demonstrated that the salesmen who had made the most calls over a certain period also made the most sales over the same period) and expects his junior salesmen, who do the actual canvassing, to make 23 calls daily.

This factory branch sells domestic models solely through dealers, branch executives seeing to it that each dealer gets a generous list of prospects.

Kessler's latest prospect-gathering stunt was a recipe contest open to all housewives in the city of Chicago and publicized through the *Star News*, organ of the Balaban & Katz theater chain.

"This publication has a free distribution in 32 theaters, and reaches about 600,000 people weekly," Kessler states. "We ran a nine weeks' contest, offering weekly prizes of theater tickets and a raffle of five refrigerators, one for each section of the city."

"Through this contest we got our name before millions of people, and in return received the names of thousands of prospects."

### Home Art Guild Work

A steady flow of prospects comes from the cooperation which the Copeland offers the Home Art Guild. The latter body entertains one woman's club or organization daily. The food is served from a model kitchen in which a Copeland is installed.

Following the luncheon the guests inspect the equipment, and are sometimes asked whether or not they are users of electric refrigeration. In this manner a list of housewives who are prospects is definitely established.

Prospects obtained by these methods are sorted out with reference to the zones in which they are located, and the names are given to one of the 35 dealers in the metropolitan area.

"These dealers are selected with reference to their location and reputation," Kessler states. "They may sell in the domestic, apartment house and commercial fields."

### Prepare Dealer Campaigns

The Copeland main office helps all dealers by syndicating direct mail and bulletins to them and by preparing their mailing campaign. The dealers cooperate in the matter of newspaper advertising, the branch office paying for part of the expense and directing the work. The copy used in the ads is a mixture of direct appeal and institutional type.

"The merchandiser must adhere to six requirements made by the branch in order to get and maintain an authorized dealership," Copeland's Chicago president points out.

He must have a floor display of refrigerators, must have an electric sign and a window sign, he must provide literature, he should attend dealer meetings, and must follow up and report on all prospects which are turned over to him.

Two supervisors, one for the north

side, and one for the south side, work with dealers, aiding them in their campaigns, and helping them to keep up with the requirements.

In the apartment house field Mr. Kessler has utilized some of his own ideas to get a somewhat different type of prospect.

There was, for instance, his telephone canvass, in which a number of telephone girls were loaned for his use by the Illinois Bell Telephone Co.

These girls called all of the thousands of real estate offices in Chicago, using a "canned" talk to get data on the use or non-use of refrigeration in the various apartment houses.

### Apartment House Organization

At one time a large part of the office force went out on the streets for several weeks in a survey of architects' offices, to discover the names of the men who were purchasing equipment for apartment house buildings either as owners or agents.

The apartment house sales organization is divided into six sections, one for a corresponding zone in the city. One "star" salesman is the key man in each of these zones and takes on the more important jobs as well as clinching the "tough" ones.

"At the present time we are training junior salesmen who work under these key men," Kessler states. "Men without previous experience in the refrigeration line are preferred for these junior positions, as we have found that it is easier to train them."

"These men develop prospects and work the outlying territories, supervised by the key men."

### Commercial Survey

The apartment house salesmen are paid on a commission basis against a drawing account.

It is in the commercial field that Kessler has undertaken a gigantic job in the way of a survey and canvass. The original survey, which is still in progress, will attempt to name every industry which has any application for refrigeration, and the various ways in which refrigeration is employed in these industries.

The next step, after the completion of the survey, will be the listing of prospects in the Chicago area that fall under the various classifications.

"We have listed 116 industries so far and we think that this is only a little better than half. The survey has opened our eyes to uses of refrigeration of which we were not only ignorant, but which we could not even conjecture."

"But one-tenth of one per cent of these industries that have use for electrical refrigeration are using it," Kessler points out.

### Room Cooling Prospects

A canvass on one of the applications of refrigeration, namely that of room-cooling, has brought to light the tremendous number of prospects in this field, and has resulted in several sales, it was pointed out.

The commercial sales organization is split up into a number of territories laid out according to the *Chicago Tribune* survey of purchasing centers to provide an equal number of prospects for each division of salesmen.

The system of key and junior salesmen is used, but in addition there are supervisors in the various departments of the commercial line (water cooling, store equipment) who contact the salesmen daily with regard to prospects interested in their particular line.

The commercial salesmen are paid on a straight commission basis.

The Chicago Copeland branch holds about 10 contests per year, with cash prizes awarded for the approximation of quota. Six contests have been held so far this year.

Salesmen who make their quotas for the month are put on the roster of the "Distinguished Service Club," but they automatically lose their membership if they fall off the next month. Those who stay on the "Distinguished Service Club" list for a year are given a trip to the plant.

## To the Winner!



Mrs. Mary B. Nelson, winner of Electrolux contest in Washington, D. C., show, is congratulated by Al Mitchell, master of ceremonies. George A. G. Wood, president of Washington Gas Light Co., is at the left.

## SELLERS URGED TO BE CONSIDERATE, HUMAN

DETROIT—"Be considerate, be human; like everybody and then it is probable that everybody will like you," stated Charles W. Mears of Cleveland, director of the Detroit Retail Institute, in speaking before a session of the Institute recently.

"I hope every sales person here is dissatisfied with his income, with the work he is doing and with the way his store is run," Mr. Mears declared in addressing his audience.

"If that is true then you have a real foundation for progress. There is nothing that can be done for a fellow who is satisfied with himself and everything about him."

Points that distinguish a good salesman were outlined by Mr. Mears as follows:

"A good salesman knows his goods."

"He has a knowledge of values."

"A good salesman knows colors and how to handle them."

"He knows what the house is advertising and how to direct customers to departments other than his own."

"He is able to see values in all price lines. You will find real values in the 10-cent store and you can go to the finest jewelry store in Detroit and pay \$18,000 for a pendant that is worth every nickel of the price."

"He thinks of price from the viewpoint of the customer, not his own."

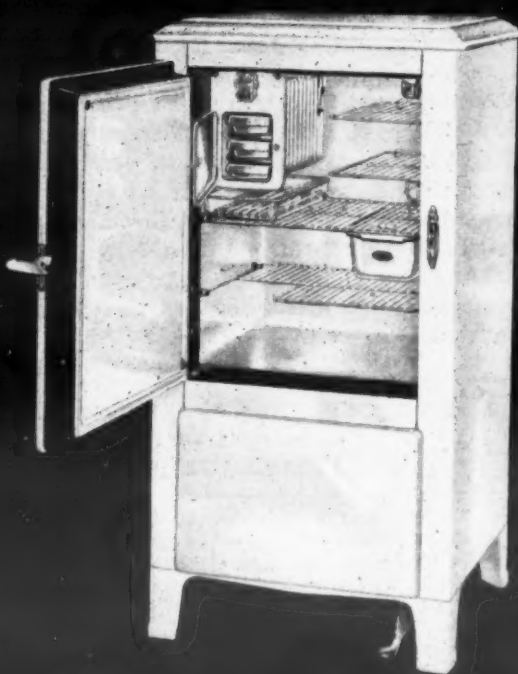
"He has some knowledge of showmanship."

"He handles his goods as if they were valuable. Sometimes what you do is more important than what you say in this respect."

### FRIGIDAIRE DISTRIBUTOR

WATERLOO, Iowa—The Lauerman's department store has been named distributor for Frigidaire in Black Hawk County.

## 8 NEW MODELS 2 ALL-PORCELAIN



A touch of the toe  
and the  
door  
swings  
open



## ANNOUNCING THE NEW

# LEONARD

ELECTRIC

with the "LEN-A-DOR"  
and many other  
EXTRA FEATURES!

Everyone who has seen the new Leonard—distributors, salesmen, competitors, newspaper men and engineers—is agreed that it is a beauty—and that it WILL SELL.

It has many features—some of which are exclusive—others that can be had only on the larger, more expensive electric refrigerators.

The "LEN-A-DOR"—a touch of the toe and the door swings open—is unmistakably the greatest sales feature in electric refrigeration to-day. And only Leonard has it. But you must see this remarkable Leonard achievement before you can appreciate how outstanding it really is. It is the result of more than half a century of experience in household refrigeration.

Dealers who are interested in securing an electric refrigeration franchise that gives them a genuine opportunity for volume and profit are invited to wire or write for details. Don't delay because territory is being rapidly closed.

LEONARD REFRIGERATOR COMPANY  
DETROIT, MICHIGAN

(417)

# LEONARD

ELECTRIC REFRIGERATOR

## CONDENSERS STANDARD SIZES OR TO YOUR SPECIFICATIONS FINNED TUBING

FOR BOTH HIGH  
AND LOW PRESSURE  
SYSTEMS



IN COPPER, BRASS  
ALUMINUM OR  
STEEL

THE BUSH MFG. CO.  
HARTFORD, CONN.

W. H. MARK HANNA 6-247 General Motors Bldg. DETROIT, MICH.  
REFRIGERATOR APPLIANCES, CHICAGO VAN. D. CLOTHIER, LOS ANGELES



## ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

Published Every Week by  
**BUSINESS NEWS PUBLISHING CO.**  
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VOL. 6, No. 10, SERIAL NO. 138, NOVEMBER 11, 1931

### Editorial Aims of the News

- To encourage the development of the art.
- To promote ethical practices in the business.
- To foster friendly relations throughout the industry.
- To provide a clearing house for new methods and ideas.
- To broadcast the technical, commercial and personal news of the field.

### The Cold Canvass

FOR a long time the sales-directing minds of the electric refrigeration industry have been debating the respective merits of the cold canvass as opposed to selective selling.

Until quite recently, the bulk of the selling schemes in use seemed to be based on selective methods. At present the swing is definitely toward the cold canvass—and an extensive cold canvass in the bargain.

General Electric's "25 plan" would have all G. E. domestic refrigerator salesmen make 25 calls on new homes each day.

This move, rather drastic in the G. E. organization, was instituted on the assumption that thousands of unsuspected prospects are simply waiting for some one to call on them, and on the observation that salesmen who make a great many calls usually sell a proportionately large number of refrigerators.

### Frigidaire Plan

Frigidaire's fall plan embraces an extensive cold canvass each Monday, after which detailed reports are made, direct mail is sent to the new names, and closely controlled follow-ups ensue.

According to Frigidaire executives, this use of an extensive cold canvass is getting highly satisfactory results.

Immediately upon assuming office as sales manager of Servel Sales, Inc., Oct. 1, C. A. Miller announced that selective selling was "out" and the cold canvass "in" as a sales policy for his organization.

Mr. Miller declares that no salesman can point toward a prospect or a non-prospect without first interviewing the persons in question. And he has scores of examples at the tip of his tongue to prove that people least suspected of being prospects have bought electric refrigerators with scant persuasion from salesmen.

### Redcap Porters

Not long ago Major Howard Blood, president of the Norge Corp., added more fuel to the fire of those who advocate the cold canvass by stating that several redcap porters in the union railroad station at St. Louis had purchased Norge units.

This instance, he pointed out, was simply one of many in which families living on the bare margin of subsistence have found their way clear toward the purchase of an electric refrigerator.

Stories about prize-winning salesmen of many companies printed in ELECTRIC REFRIGERATION NEWS during recent months have nearly all carried a paragraph stating that the particular champion mentioned made it a point to see an unusual number of new possible prospects every day. Sales managers who like the idea are making considerable use of these notable examples in talking to their salesmen.

One reason that some of the industry's leaders

have concluded that the time is right for extensive cold canvassing is the fact that newer companies have run up high sales totals this year without impairing the sales or limiting the markets of the older and larger organizations.

### New Buying Levels

These new companies have apparently tapped whole new levels of buyers, levels which the older organizations seemingly have overlooked.

This being true, many sales executives of the pioneering concerns have decided to get some of that business themselves, and are coming to the conclusion that their carefully mapped areas of buying power and their classifications of preferred prospects may be misleading and antedated at the present moment.

Another and more potent reason for the decision that wide use of the cold canvass should be in order is the fact that the industry's heavy advertising and promotional efforts have created a remarkable public acceptance for electric refrigeration.

### Favorable Reaction

Almost everybody one encounters seems to have heard about electric refrigeration, and the reaction toward it is generally favorable. Satisfied users continue to spread the good word, and parent organizations are advertising more intensively than ever.

The result is that salesmen can get a hearing on either side of the railroad tracks nowadays, and are likely to find the response of those on whom they call to be friendly and even welcoming.

Simply trusting to the cold canvass alone, however, may be disappointing. Getting names of prospects on file is only a start. Systematic mailings of literature, consistent and constant follow-ups on the part of salesmen, invitations to participate in home service schools, reference to users whom the prospects may know—all of this procedure is part of the job.

### More Will Be Known

In a few months it is likely that much more will be known about the efficacy of the cold canvass than has been known before, inasmuch as so many organizations are pushing it on a large scale.

But no matter what the actual returns on the idea may be, it is certain that a great many salesmen will have worked considerably harder than they have ever worked before, and that a great many people who might not have been reached otherwise will have heard at first-hand about the merits of electric refrigeration.

And that alone should justify the stress which sales managers are laying just now upon the cold canvass.

## GLEANINGS

FROM RECENT PERIODICALS

A RECENT survey published by American Trade Council shows that 93.968 per cent of the failures reported during the past year were firms which did not attempt to promote or stimulate their business through their particular trade's publication or directories. The survey was compiled by Otto Baedeker & Associates, covered a period of 18 months ending July 1, and included 12,003 failures. Many of the unsuccessful firms used other media for advertising, including newspapers, outdoor signs, radio, catalogues, circular letters and similar methods, according to the report, but only 724 out of the 12,003 were advertisers in trade journals. In the food products field, 928 non-advertisers in trade publications went to the wall, while but 19 who used such magazines were unable to make the grade.

In commenting upon this, officials of American Trade Council speak of the importance of industrial plans for cooperation which are being encouraged through trade magazines. "We have had a number of good plans proposed by men who know what they are talking about," declares one. "Not one of the plans was perfect, but if they could be advanced beyond the status of an 'after dinner speech,' real good undoubtedly would ensue. . . . The trade publications are the palladium or safeguard of the industry they serve. Their concerted action will have great power in compelling the adoption of any noble experiment for eliminating the recurring ills to which industry now is prone."—*West Coast Fisheries*.

THE "R" has been taken out of "oysters." No, not out of the way it is usually spelled, but out of the list of months in which, for many years, oysters were supposed to be edible. In other words, oysters are now good in any month you can get them, whether the month has an "R" in it or not. How come? Electricity, of course. Electric and gas refrigeration, to be more precise.

Oyster growers in New Jersey report that each year the sale of their products in summer months is increasing, due largely to the development of reliable electric and gas refrigeration. Today oysters and other seafood can be kept under proper temperature until they are eaten, reports the New Jersey Public Utility Information Committee.—*Public Service Magazine*, November.

## An Editor on Wheels

Stories of Interesting PLACES in the Refrigeration Industry

By GEORGE F. TAUBENECK

### Atlantic City, N. J.

A great many old people go to Atlantic City. Perhaps that fact accounts for the seeming repose of the city.

Or maybe it's the other way around: old folks go there because it's a good place to rest.

It is the octogenarian class which makes the most use of the rolling chairs which are pushed up and down the Boardwalk by lethargic negroes.

Whoever designed the dinosaurian hotels which rear their mosque-like heads above the breakers was fully cognizant of the desire for rest that permeates Atlantic City visitors, and of the high number of grayheads.

The lobbies cover acres. Chairs, chairs, chairs, and in every third one an old man asleep.

Westerners should feel at home in hostleries like Haddon Hall, the Traymore, or the Ambassador, for underneath their ornate and spangled roofs have been captured the Great Open Spaces.

The number of hotels in Atlantic City is amazing—almost as amazing as their munificence. Every available square foot of space seems to give rise to a hotel.

Immediately behind the Boardwalk is a row of palatial monsters which extends farther than most of us would care to walk.

On the side streets which empty perpendicular-wise into the Boardwalk are cheaper varieties of hotels, rooming houses, and tourists' sleeping quarters. Most of these establishments are located in frame structures, many neat, others not. Big feature: running hot and cold salt water.

The spreading-chestnut-tree palaces along the Boardwalk have interesting histories. Some of them date 'way back to the Gay Nineties and even the Roaring Forties, their managers will tell you.

Notwithstanding the general course of ups-and-downs the hotel business has known, inn-keeping in At-

lantic City seems to have enjoyed an almost unbroken period of growth and prosperity.

Even this year, a bad one for scads of hotels and none too good a season for Atlantic City, most of the leading hotels are doing a creditable business.

One block behind the Boardwalk a rather unique system of transportation is in operation. A steady stream of "jitneys" (passenger automobiles of various ages, makes, colors, and conditions of servitude) runs in each direction on the street.

If you want to go a few blocks up the street, you wait at a corner, and in a moment a jitney driver will stop for you. The door flies open, you get in, and the door swings shut. Drives operate these doors with cords and right-hand pulls.

For most distances the cost per ride is 10 cents; for some it's 15 cents. You will share the car with whomever else the driver picks up en route.

It's advisable to use the jitneys wherever possible, for taxicab meters run upward faster in Atlantic City than in any municipality the Editor-on-Wheels has visited. And take it from us, you'll get tired of walking.

Sales curves for Atlantic City hostleries, amusement purveyors, and food service places are quite zig-zag, with a little more zig than zag.

Week-ends are turbulently busy. Conventions come and go in mid-week, and honeymooners go on forever, but the bulk of the business is transacted, nevertheless, on week-ends.

In the good ole summer time business booms. And assets are usually frozen in winter. Some years are far better than others.

Taken over the long pull, however, Atlantic City seems a good place to set up shop. There are marked signs of affluence affixed on and among those into whose purses the shekels fall.

## Letters from Readers

### Experience in Oil Burner Selling

Burlington-Kelvinator Co.  
 684 Pine St.  
 Burlington, Wis.  
 Oct. 10, 1931.

Editor:

We have noticed much comment lately in your paper with regard to ice machines and oil burners.

We have been selling both since 1923 and 1924. We started selling Kelvinator in August, 1923, and the Williams Oil-O-Matic oil burner since March, 1924.

To us they are like brother and sister, so close are they related in selling home comforts. With the exception of the largest cities, every dealer should sell both the oil burner and electrical refrigerator.

On some days when the weather is hot, even in winter, we go according to the weather and sell Kelvinators. Then in mid-summer, when the air is a little damp and chilly, we are able to make many oil burner sales simply due to the effect that the weather has on people.

In many cases we have been able to close a sale for Kelvinator and, to complete the job we go back and sell them Oil-O-Matic. We tell them while we are servicing their oil burner or ice machine that we can easily take care of the other product, giving them better service.

About 60 per cent of our sales have been doubled up—that is the people have bought both from us. When we have made a sale and given them good service, it is an easy matter to go back and ask for an order for the other product.

This type of business rounds out the year and we have a few other products to fill in, such as oil burning hot water heaters, furnaces, stoves, boilers, radios, etc., so in other words we try and sell them everything we have after we have made the first sale.

In many cases of selling an oil burner on time, we say now it will only add a few dollars a month more, so we include an ice machine along with it.

This past year about two-thirds of our sales have been on time payment, as compared to one-third time payment of last year. This is due to forcing a lot of sales by stressing time payment plans.

On Sept. 1 this year, our total business exceeded the 12 months' business of last year. We look for a large increase these coming months, due to the

weather turning colder and more favorable for oil burner sales.

We trust that this information might be of some help to other dealers who are contemplating selling both electrical refrigeration and oil burning equipment.  
 LEONARD R. PARTER.

### Backbone

Westinghouse Electric & Mfg. Co.  
 653 Page Blvd.  
 Springfield, Mass.  
 Oct. 12, 1931.

Editor:

Judging from the wealth of very interesting and instructive news that is found in every issue of your papers, I take it that you have no difficulty in procuring a great deal of material for publication; on the other hand I think that you are to be congratulated for the remarkable way in which you have built up your publications, in so short a time, to ones which are the very backbone of the electric refrigeration industry.

M. C. TERRY.

### Above Standard

Electrolux Refrigerator Sales, Inc.  
 New York, N. Y.  
 Oct. 19, 1931

Editor:

I just want to say that the last few issues of the "News" have been well above standard, and your organization is to be complimented on striving so hard to meet the requirements of the industry.

H. S. BOYLE,  
 Sales Promotion Mgr.

### Camera Eye

Kelvinator Sales Corp.  
 Detroit, Mich.

Nov. 6, 1931

Editor:

I was particularly struck with your little sketch of life on the boardwalk at Atlantic City.

This wooden boulevard is one which I trod successively for fully 20 years, during residence in Washington, D. C.

You have caught the picture and presented it with a camera eye, and the genius of a facile pen and splendid imagination trips through the story.

Geo. R. CULLEN,  
 Publicity Manager.



# 1932 REFRIGERATION DIRECTORY

An Advertisement by C. M. Jickling

## History in the Making

The 1932 REFRIGERATION DIRECTORY is rapidly rounding into shape. From North and South, East and West, information has been pouring into DIRECTORY headquarters. Questionnaires have been going out empty, coming back loaded with facts. And a separate staff has been busy sorting these facts, checking and re-checking, arranging them in orderly fashion. Soon all will be made available to the refrigeration industry in handy book form.

For five years ELECTRIC REFRIGERATION NEWS has published various directories as a part of the paper. The 1931 Pink Section comprised 28 pages and offered the most complete directory ever issued up to that time.

As readers of the paper know, ELECTRIC REFRIGERATION NEWS has always kept in close touch with the industry. As the industry has developed, so has the paper grown, expanded its editorial facilities, extended its contacts, broadened its field of operation. Its columns have chronicled events while they were news. Its service has answered hundreds of requests for buying information, facts about the industry, distributorships and dealerships.

## Array of Facts

And out of this experience is coming the new Directory. With a page size of 6¼ by 8¾ inches, it will consist of more than 300 pages. Its array of facts will make it the most comprehensive volume ever issued by or for the industry. Its contents will make it invaluable to every executive, engineer, purchasing agent, service man, distributor, dealer and salesman within the industry.

In size and scope, the 1932 Refrigeration Directory will symbolize an industry that has been making history.

## Living Document

Just as each of the two papers, from which it is a development, has a definite purpose, so will the 1932 REFRIGERATION DIRECTORY fill a specific niche in the annals of refrigeration affairs.

ELECTRIC REFRIGERATION NEWS is the business newspaper of the industry.

REFRIGERATED FOOD NEWS is the connecting link between those who provide the service of refrigeration and those who manufacture and sell the food which the equipment protects.

1932 REFRIGERATION DIRECTORY will be the handbook of the industry, the buyers' guide, the printed source of buying information.

The Directory will round out, supplement the service of the two papers. It will be the third member of a trio of business tools for the industry.

The two papers are written to be read on arrival.

The Directory is being prepared for preservation, for daily reference throughout the year. Buyers can make of it a living, active document.

Its handy size will enable it to slip gracefully into a salesman's bag, to rest unobtrusively upon a busy man's desk, to join other important reference books on the convenient shelf.

## Facts in Four Ways

Primarily, the DIRECTORY aims to list all manufacturers within the industry and manufacturers who sell to the industry.

The first group will include manufacturers of household and commercial refrigeration systems, equipment, parts, supplies and materials.

The second group will include manufacturers of production and service tools, materials, related and companion merchandise, delivery and office equipment, electric signs, advertising novelties, etc.

All of the companies included in these two groups will be listed in four ways:

1. ALPHABETICALLY. This arrangement will enable a reader to find the address of a company when only the name of the company is known.

2. By TRADE NAMES. Often the trade name of a product is different from the name of the company manufacturing the product. This directory of trade names will help the reader to find the name and address of the manufacturer of the product in which he is interested. And, incidentally, this section will be of value when the naming of new products is being considered.

3. By CLASSIFIED PRODUCTS. In this section manufacturers will be listed

by products manufactured. By referring to the product in which he is interested, a buyer will find a reliable list of those who can provide it.

4. GEOGRAPHICALLY. Here manufacturers will be listed according to geographical location. For instance, under "Illinois, Chicago," will be found listed in alphabetical order all manufacturers included in the refrigeration industry in that city. In this section will also be found the complete listing of each manufacturer's line of products and the executive personnel.

All of this information will be readily accessible. It will be carefully indexed and cross-indexed. The various sections will be printed on paper of different colors so that each section may be quickly identified.

## Statistics, too

By no means does the listing of manufacturers complete the 1932 REFRIGERATION DIRECTORY.

Of vital interest to refrigeration men everywhere will be the DIRECTORY's presentation of statistical data.

The Business News Publishing Co. has engaged Stanley A. Dennis, formerly editor of *Electrical Record*, to compile all available facts about the manu-

facture and marketing of refrigeration equipment.

Mr. Dennis will also conduct a survey of the activities of distributors and dealers for the purpose of securing basic statistics regarding the distribution of refrigeration systems.

This important section at the front of the book will also give information about refrigeration associations and related organizations.

Many new facts and figures will be published for the first time in the DIRECTORY. And the book's convenient size and arrangement will make these statistics quickly and easily available.

## 5,000 Questionnaires

In collecting information about products, trade names, and personnel, more than 5,000 questionnaires have already been mailed to all companies known to be engaged in the fields which the DIRECTORY will cover. Many more questionnaires will be sent out to manufacturers, distributors and dealers in compiling the facts for the statistical section.

Some manufacturers have failed to return questionnaires. It is hoped that these will send the desired information at once so that all listings will be as complete and accurate as possible.

This is a life-size reproduction of the 1932 Refrigeration Directory. Trim size of page, 6¼ by 8¾ inches.

## The Life of Trade

No book can be a directory in the accepted sense without the business announcements of many and varied manufacturers. Advertising is the life of trade. So is it in many respects the life of a publication—magazine, newspaper or directory.

In the case of the 1932 REFRIGERATION DIRECTORY, manufacturers find themselves in a favorable position. Display space is highly desirable in a book of such reference value, lasting quality, and rates are unusually low for a book of such thorough and choice circulation.

For instance, here are the exact sizes of spaces and the rates:

Full-page (4½x7¾ in.)	\$100.00
Half-page (2¼x7¾ in.)	50.00
Half-page (4½x3¾ in.)	50.00
Quarter-page (2¼x3¾ in.)	25.00
Quarter-page (4½x1¾ in.)	25.00
Bold-face listings in four sections	10.00
Bold-face display line (18-pt. condensed at bottom of page) two lines for	10.00

Each display advertisement will be referred to under the manufacturer's different listings in the Directory. In addition, there will be an alphabetical index of Directory advertisers.

## Why Advertise?

In considering the use of display space in the DIRECTORY, there is one important point to bear in mind.

The DIRECTORY is going to be accepted and used as a reference book throughout the industry. It will be the one source of information for many active buyers and for many others who will soon become buyers. The opportunity for each manufacturer, therefore, is to supplement his free listings in the various sections with display announcements which will give specific information about his products.

Take, for example, the case of an inquiring manufacturer who plans to expand his line of products. He may need new machinery, new parts, new materials or new supplies. The DIRECTORY will guide him to the sources of supply. As he glances down the list of Classified Products, he notes "See advertisement on page 47." And there on page 47 a certain manufacturer gives him important buying information. The DIRECTORY has served a double purpose.

## As for Equipment

And now comes the question, "Why should the manufacturer of a complete refrigeration system advertise in the DIRECTORY?"

Buying habits are still in process of formation. There is still much educational work to be done by manufacturers. An advertisement in the DIRECTORY will help carry on this work throughout the year.

New merchandisers are constantly coming into the field. Refrigeration has attracted their attention. What are the best lines to handle? Again the DIRECTORY comes into use. If the prospective distributor or dealer writes to ELECTRIC REFRIGERATION NEWS, he will be referred to the DIRECTORY. If he consults some local friend in the industry, the chances are he will likewise be referred to the DIRECTORY.

Manufacturers of complete systems, cabinets, display cases, and other important units will find it to their advantage to use enough pages in the Directory so that their advertisement will be virtually a catalog of their products.

Thus, they can reduce other catalog and sales literature expense. A single page advertisement costs less than mailing a penny postal to the 10,000 Directory users.

## Good Will

And at the same time they do not want to overlook the importance of advertisements that will continue to strengthen good will and encourage favorable comment within the industry.

Other manufacturers should plan on the use of as much space as is needed to tell their story adequately.

Any manufacturer unable to advertise in the every week *Electric Refrigeration News*, the bi-weekly *Engineering Section*, or the monthly *Refrigerated Food News*, will find the 1932 Refrigeration Directory an excellent means of bringing his products or his service to the attention of industry buyers.

## Choice of Position

By reserving space now, advertisers can have a choice of position in the various sections of the DIRECTORY. By specifying space in the classified section, for instance, a manufacturer can place his announcement near the listing of his product. Likewise he can select a position in the alphabetical or geographical sections. Such specifications, of course, are subject to previous reservations.

Front cover, back cover, inside front and back cover are preferred positions, with rates on application.

## See a Dummy?

If there is any question in your mind about the arrangement, the make-up, or size of advertising spaces, you are invited to write for a "dummy" copy which will help you to visualize the DIRECTORY and its possibilities. As only a few of these "dummy" copies of the DIRECTORY are being prepared, a copy will be loaned for a few days on request.

Reserve your display space in the DIRECTORY today. Forms close Dec. 15. Billings after the first of the year.

BUSINESS NEWS PUBLISHING CO.  
550 Maccabees Bldg. Detroit, Mich.



## Wholesale Managers Study Dealer Problems



General Electric wholesale managers were urged to analyze dealers' sales problems at a recent meeting with refrigeration department executives in Cleveland.

### 16 CINCINNATI DEALERS EXHIBIT AT NEWS DISPLAY

CINCINNATI—An Electric Club and Refrigeration Show, sponsored by the Cincinnati Times-Star, was held in the ballroom of the Sinton-St. Nicholas Hotel from Nov. 2 to 5.

Sixteen makes of refrigerators were shown: Copeland, A. L. Fink Electric Co.; Cold Spot, Sears, Roebuck & Co.; General Electric, Milnor Electric Co.; Electrolux, Tovan Electric Co.; Gibson, Gibson Refrigerator Co.; Frigidaire, Frigidaire Sales Corp.; Kelvinator, Graybar Electric Co.; Leonard, Marietta Chair Co.; Majestic, Schuster Electric Co.; Mayflower, York Supply Co.; Mohawk, Southern Ohio Radio Corp.; Norge, Sutcliffe Co. of Ohio; Starr, Starr Piano Sales Corp.; Servel, Griffith-Victor Distributing Co.; Westinghouse, Tafel-Williams, Inc.; and Williams Ice-O-Matic, Harten-Knodel Distributing Co.

C. H. Bayer, advertising manager of the Times-Star, was manager of the show, while F. M. Davison of the Frigidaire Corp., Dayton, O., was appointed chairman of the committee on arrangements. The other members of the committee were K. Phares of Tafel-Williams, Inc.; Mr. Hyde of the Griffith-Victor Distributing Co., and Mr. Radke of the Milnor Electric Co.

Miss Verna L. Miller, Dayton, O., of the home economics department of the Frigidaire Corp., Dayton, was in charge of a food preservation exhibit.

Thousands of Cincinnati residents attended the show which featured demonstrations.

### 133 Sales in 256 Days

FLINT, Mich.—W. J. Potter, salesman for Caswell-Stull, Inc., local General Electric distributor, has averaged 13 sales a month for the past 10 months, or an order every other day.

He has made 133 sales in 256 working days.

### SEABOARD AUDITORIUM IS GIVEN FRIGIDAIRE LODGE

ATLANTIC CITY—The hunting lodge, erected by Frigidaire Corp. to house its exhibit at the Dairy Industries Exposition held recently in this city, has been presented to the management of the Municipal Auditorium, where it will remain as a special feature of this spacious gathering place.

The management plans to use it as a meeting place for clubs and other small groups which meet at the Municipal Auditorium.

The hunting lodge was built of green Ohio lumber, with rough hewn logs for the walls and rough planks for the flooring and doorways. The yard immediately in front was strewn with tanbark.

Pine logs were burning in a large store fireplace throughout the duration of the exposition.

An artificial rainstorm beat against the windows to the accompaniment of periodic flashes of lightning.

### 650 ESSAYS ARE RECEIVED IN BUREAU RADIO CONTEST

PORTLAND, Me.—Six hundred and fifty entries were received in an essay contest conducted by the Portland Electric Refrigeration bureau this Fall as a means of testing radio advertising and of determining the public's interest in electrical refrigeration.

Announcement of the contest, in which an electric refrigerator was offered as prize for the best essay on "Why an Electric Refrigerator Is a Wise Investment," was made only in the radio programs of the Portland bureau.

The advantages of mechanical refrigeration stressed in the answers were convenience, health, and economy, in that order.

Judges of the letters were Miss M. M. Nelson, sales promotion director for Gould-Farmer Co., General Electric distributor; Miss Stella MacElveney, head of the home service department of the Cumberland County Power and Light Co., General Electric and Kelvinator dealer, and Guy C. Smith, advertising manager of the power company and secretary of the Portland bureau.

### G. E. DISTRIBUTOR OPENS NEW APPLIANCE STORE

SPRINGFIELD, Ill.—James and Co., Inc., St. Louis distributor of General Electric refrigerators, recently opened a new electric appliance store at 526 S. Fifth St. here.

A complete line of electric appliances is carried, including electric refrigerators, ranges, radios, washers, water heaters, water coolers, and the smaller appliances as irons and toasters.

Decorations are in modernistic style, and the show room is lighted with flood lights and reflectors.

Charles Love, who has been in charge of the electric refrigerator sales, is in full charge of the new store.

### KELVINATOR DISTRIBUTOR FOR PACIFIC AREA APPOINTED

LOS ANGELES—Kelvinator-Pacific Co., Jacob Simon, president, has been appointed distributor for Southern California by Kelvinator Sales Corp.

Thirty-two new dealers have been appointed in the Los Angeles district, and present indications point to this number being augmented to 250 in Southern California.

### Analyze Dealers' Problems, Use Sales Tools, G. E. Wholesale Managers Are Told

(Concluded from Page 1, Column 3) distributor; L. C. Kohlman, of R. Cooper, Jr., Inc., Chicago; and J. R. Atkinson, of Page-Morris, Inc., Albany, N. Y. These five distributors and wholesale managers outlined to the conference their method of handling dealer distribution.

H. H. Bosworth, manager of the utility division; Manager of Sales Operation M. F. Mahoney; William Crawford of the General Contract Purchase Corp.; Paul H. Dow, director of the refrigeration institute; and A. M. Sweeney, manager of refrigeration production, spoke during the first afternoon session.

In the evening a banquet was held in the quarters of the Cleveland Electrical League. A guest speaker at the banquet was Frank E. Watts, co-publisher of the *Electrical Dealer and Electrical Light & Power*.

Other speakers included Edwina Nolan, director of the home service division; Glenn Watson, manager of the product division; J. J. Donavan, apartment house division manager; J. L. Ray of the General Electric Co. at Bridgeport; W. J. Daily, advertising and sales promotion manager of the refrigeration department; and A. C. Mayer, manager of the merchandising division.

Mr. Zimmerman's subject, which was "The Outlook for 1932," was a comprehensive review of dealer activities since the organization of the refrigeration department, and the outline of the new plan for 1932 dealer activity.

"If you will just look back to find out who has succeeded in refrigeration, you will find in this great cemetery of failures many who we thought were going to be great successes. In this great cemetery there are more failures because of price marketing than for any other reason, and while they had the great sales their success could not be built on price alone," Manager Zimmerman said.

"On the other hand, if you will look to the manufacturers who have been successful over a long period of time you will not find one who has succeeded because of price, and, as a rule, you will find that none of those who have been successful have ever had a great price area in which they sold because of price," he pointed out.

"Generally speaking you will find it is because these manufacturers were able to sell satisfaction, a better dollar value, and they were always selling an intangible. It was not by simple arithmetic they made their sales; it was by the impressions they created, one upon

another, until they had public confidence and until they had a wider market than they could ever possibly have had had they been asked to simply deal with the shopper on price," Mr. Zimmerman declared.

Those in attendance were: Albert Ahrens, Kansas City, Mo.; H. C. Minier, Atlanta, Ga.; Turner Barger and V. R. Washburn, Columbus, O.; H. G. Bogart, Jr., Toledo; R. E. Hannon, Springfield, Mass.; J. H. Rafferty, Philadelphia, Pa.; Rock Smith, Detroit; M. E. Pipkin, New York; Farr Herring, El Paso, Tex.; L. C. Kohlman, Chicago; R. S. Montgomery, Richmond, Va.; H. G. Welfare, H. Trumbull, and R. J. Hunt, Cleveland; John Gouldy, Houston, Tex.

H. N. Gruber, Charleston, W. Va.; L. H. Miller, Louisville, Ky.; Otto Nelson, Newark, N. J.; C. E. Weitzel, Baltimore; B. E. Trick, Indianapolis; R. L. Hughes, St. Louis; L. A. Iserman, Portland, Ore.; L. T. Milnor and W. D. Jackson, Cincinnati; J. A. King, Washington, D. C.; I. B. Bricker and D. H. Thomas, Pittsburgh.

E. O. Mink, Harrisburg, Pa.; J. R. Atkinson, C. P. Logan, and A. P. Rafferty, Albany; G. S. Patterson, St. Petersburg, Fla.; Carl Brown, Nashville, Tenn.; W. G. Stuefer, Milwaukee; D. A. Kelly, Omaha; W. B. Stringham, Des Moines; B. K. Sweeney, Denver; and R. E. Cameron, Akron.

The Canadian General Electric Co. was represented by W. J. Packham, R. J. Bridgman, and H. P. Putnam, while the International General Electric Co. was represented by M. H. Hoepfl, W. H. Taylor and Vivette Coupard.

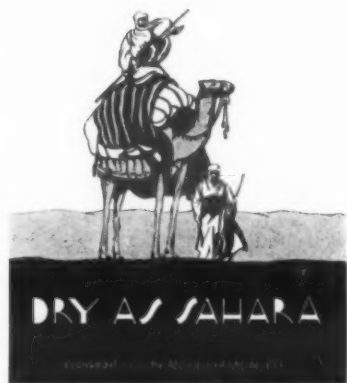
### PEIRCE-PHELPS MANAGER TO OPERATE NEW OUTLETS

PHILADELPHIA—Walter P. Davis recently resigned as general sales manager of Peirce-PHELPS, Inc., local distributor of Majestic refrigerators and radios, to establish with the Universal Radio Corp., operated by radio station WCAU, a series of retail refrigerator stores in metropolitan Philadelphia, handling the Norge, Majestic, Mayflower and Copeland.

Mr. Davis becomes manager of the refrigeration division of the company. In addition to the headquarters store at 1321 Arch St., two stores in the proposed series have been opened.

A meeting of the salesmen was held on the night of Oct. 30 to outline plans for a new advertising and broadcasting campaign on an extensive scale, directed at winter selling. Broadcasting over station WCAU will be once a week on a half-hour program and there will also be announcements each morning over the same station.

## ANSUL Sulphur Dioxide



ANHYDROUS SULPHUR DIOXIDE

ANSUL CHEMICAL COMPANY  
MARINETTE • WISCONSIN

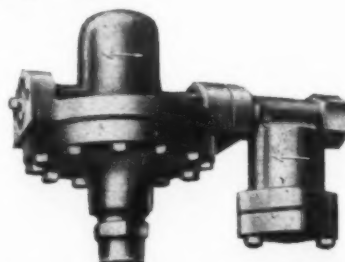
### POLAR AMMONIA EXPANSION VALVE

• Service is Expensive •

The best refrigerating machine ever built is only as good as the expansion valve used.

Many inferior expansion valves have condemned some of the best installations. Use of POLAR PRECISION BUILT AMMONIA EXPANSION VALVE will eliminate considerable expense.

Write for further details



Atlas Copper & Brass Mfg., Co.

2734 High Street

Chicago, Ill.

### The Purest Sulphur Dioxide EXTRA DRY ESOTOO

TRADE MARK REGD U.S. PAT. OFF.

Refrigeration Grade, Pure, easy to handle, does not deteriorate. Guaranteed not over 50 parts moisture per million.

Prompt shipments from own or agents' stock all over U.S.A. Write or wire where we can serve you.

VIRGINIA SMELTING COMPANY  
West Norfolk, Va.

121 State St., Boston

73 West St., New York



## SPECIAL SALES PLANS USED BY NORGE FIRM

CLEVELAND—Origination and application of special sales methods caused an expansion in dealer organization that was almost explosive and enabled the Norge refrigerator department of Strong, Carlisle & Hammond Co., Cleveland distributor, to win the Howard E. Blood trophy in the summer Rollator Marathon contest, states A. E. Bottenfield, manager.

The refrigerator department of Strong, Carlisle & Hammond Co., machinery dealers, is less than a year old, since it started active merchandising operations Feb. 1.

Within the nine months' period the department has built up a dealer organization in all but 22 counties of Ohio and in the territory surrounding Erie in Pennsylvania.

### Enters Wholesale Field

When Strong, Carlisle & Hammond became ready to enter the field of refrigerator distribution they decided to sell on a wholesale basis only. A floor of their building in Cleveland was turned over to the refrigeration department and Bottenfield was given the task of building a dealer organization.

"We sent out an announcement of our appointment as distributor to all desirable outlets," says Bottenfield in describing the various steps in building up the organization. "A special crew of organizers was sent out to contact desirable outlets.

"Prospective dealers were brought into our offices and shown the Norge line. We did not urge them to take it on. We talked frankly about the requirements of specialty dealers, and those who could and would meet the requirements were taken into the organization.

### No Cleveland Department Stores

"After 50 dealers were taken on, we waited until these produced sales before adding any more."

No outlets were set up in department stores in Cuyahoga (Greater Cleveland) county, because practically all of the leading stores were merchandising other machines, Bottenfield explains. However, department store outlets were set up in Columbus, Toledo and Ashtabula.

As the dealer organization expanded, district sales managers and contact men were sent into the field to co-ordinate the work of distributor and dealer.

"Schools on merchandising and the product are held at frequent intervals for the dealers and salesmen working in certain districts," Bottenfield points out.

### Contact Men Call

"Dealers and salesmen convene regularly at Cleveland, Akron, Canton, Columbus and Erie, at which meetings we have 'pep talks,' take up sales contests, and work out sales and advertising procedure."

Every one of the dealers is contacted by a distributor representative every two and one-half days, says Bottenfield. Dealers also receive sales bulletins two or three times a week.

"We feel that our contact men and representatives have to be prepared to do what they tell other fellows to do. If our representatives couldn't do it themselves, their pupils wouldn't think much of what was told them. We value the confidence of our dealers and salesmen and see that our representatives are adequately prepared.

### Billboard, Newspaper Advertising

"Although we realize the value of window and interior displays we have not done much work in this field, allowing individual dealers to plan original displays."

Billboard and newspaper advertising, and a radio program have constituted the major portion of the sales promotional work. The radio program, titled "Moods and Moods," is broadcast every Tuesday and Thursday afternoons over radio station WTAM.

"We have spent \$10,000 in advertising and promotional work this year and expect to spend \$50,000 in 1932," Bottenfield declares.

The only direct selling that is done

## Sales Chief



A. H. JAEGER  
Former Leonard vice president is new Electrochef sales manager.

by the distributorship is carried out in the apartment house field.

"We have been cautious in the apartment house field because we are not prone to take business unless it is profitable," says Bottenfield. "At the present time we are employing only one man in this type of work, but hope to enlarge this department soon. We are willing that the dealers handle this trade as well as domestic sales."

### Dealer Expansion

Bottenfield hopes to add from 100 to 150 dealers in the entire territory for 1932. He has plans to increase the number of Norge salesmen in Cuyahoga county from 100 to 225.

In the plan for an extended winter drive the district representatives have been subjected to an intensive course of study, and have been required to pass an examination on important points, in preparation for their job of passing on this information to dealers and salesmen in their districts.

The following are some of the questions that are being asked in the course planned by Bottenfield and his associates:

### Sales Questions

"What does winter selling mean to you?"

"What are your plans for combating resistance to winter sales?"

"What are the results of haphazard salesmanship?"

"What is the outline of the Norge plan?"

"What is your potential market?"

"What is the main thing a prospect is interested in?"

"Name five objections that may be raised by the prospect?"

"Why is night work essential?"

"Give the outline for the demonstration."

"What would you tell a prospect in our demonstration when you found the temperature of the ice box to be above 50° F.?"

"What is your story regarding the number of calls the ice man makes?"

"What causes food spoilage?"

"What does food spoilage mean to a prospect financially?"

"What does small quantity buying mean to a prospect financially?"

"At what time during your sales talk should you ask for the order?"

"What is the proper procedure of arranging terms?"

"What would you say about using the back porch for food storage? the window box? the pantry?"

"What are the results of freezing temperatures upon food?"

"Name 10 reasons why people say they will wait until Spring?"

"What is the largest item of expense in the average household?"

"What is the main thing a prospective customer is interested in?"

"What is the cycle of operation of a Norge?"

"Are you being honest with yourself in the number of hours you actually work?"

## DISTRIBUTOR TIES IN WITH RADIO CONTESTS

BOSTON—Wetmore-Savage Electric Co., distributor of Westinghouse electric refrigerators, is cooperating with the Hecker H-O Co. of Buffalo, in a six months' radio prize contest program which is carried over the Yankee network through New England three mornings a week.

A Westinghouse electric refrigerator is being awarded each week to the winners of the jingle contest which is being sponsored in connection with Hecker H-O products.

The program is broadcast every Monday, Wednesday, and Saturday morning over the Yankee network and a jingle line is given. Three prizes of \$10 are given weekly for the best jingle and letter on Hecker breakfast foods, while the main winner for the week receives a prize of an electric refrigerator.

Wetmore-Savage is receiving much advertising through tie-ups with the contest. Westinghouse units are included in Hecker H-O dealers' window displays, radio announcements, and window and counter cards.

Many prospects for electric refrigerators are secured through the contest answers and they are followed up by Wetmore-Savage salesmen.

## KELVINATOR MODEL SHOWN AT LARGE SOUTHERN FAIR

SPARTANBURG, N. C.—A Kelvinator, model S-7, was the central feature of the Southern Public Utilities Co.'s display in the Commercial Exhibits Building at the Spartanburg fair.

Set in a black-paneled, aluminum-trimmed alcove in the center of a home-like, carpeted booth, the Kelvinator was strongly lighted from above by a single spot lamp. Above the refrigerator a four-point flasher with blue, red, green, and amber lights formed a brilliant changing background for block initial letters SPUCO in silhouette.

C. T. Isley, commercial manager of the Spartanburg branch of the Southern Public Utilities Co., was in charge of the booth with Mrs. Nellie O. Brownlee, company director of the home service department in Spartanburg, assisting. Each afternoon Mrs. Brownlee, broadcasting over station WSPA directly from the fair grounds, gave a ten-minute talk about different ways in which automatic electric refrigeration might be used for the making of special ices and desserts.

Montgomery and Crawford, leading hardware retailer and wholesaler in Spartanburg, and Westinghouse distributor in Western South Carolina except Greenville, displayed Westinghouse models WL-45 with 4½-cu. ft. capacity and WL-65 with 7.7-cu. ft. capacity. T. F. James, manager of the refrigeration department, aided by B. S. Seay, was in charge of this exhibit.

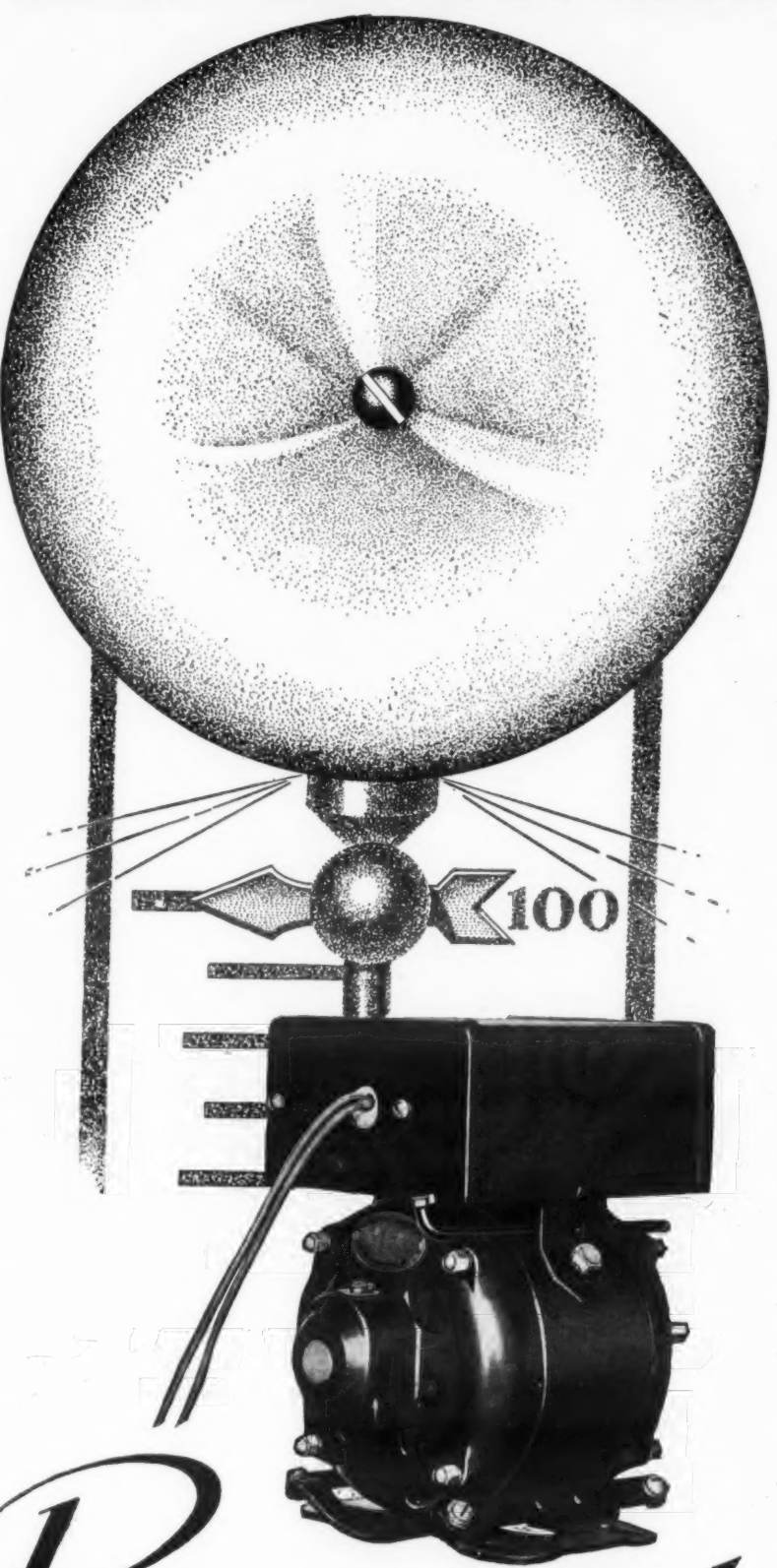
Other electric refrigerators were not shown this year by local distributors. A space decorated for a Frigidaire display which was to have been a prominent part of the showing of Odom Battery and Tire Co., Inc., was unoccupied as the Spartanburg distributorship for Frigidaire was transferred to C. Calhoun just before the fair opened.

## REFRIGERATION SHOW AT CHARLESTON SEEN BY 2,500

CHARLESTON, S. C.—Between 2,500 and 3,000 people were estimated to have visited the Charleston Radio and Electrical show which ended Oct. 28. The show lasted three days and was sponsored by the two Charleston daily newspapers.

Practically every electrical household appliance was on display at the show, which was held in the Francis Marion hotel. Prize awards were made each afternoon and evening during the exhibition. Every type of electrical refrigerator handled by Charleston dealers was on display and demonstrated to the hundreds of visitors daily.

# G-E TYPE KC



# Rings the bell!

**T**HE Type KC "care-free" capacitor-motor represents the highest achievement in refrigerator motor design. It is the correct motor for your refrigerator.

Try it . . . you also will say it "Rings the Bell."

Ask your nearest G-E office to give you complete details about the Type KC—the "care-free" motor that rings the bell!

GENERAL  ELECTRIC

210-153

## KULAIR Electrical Refrigerating Products

*Simplicity, quality, efficiency and capacity unequalled. A size for every use.*

Compressors from 95 Lbs. to 4300 Lbs. I. M. C.



NO. 1300 COMPRESSOR  
Single Cylinder 1½ x 1½  
300 to 425 R. P. M.

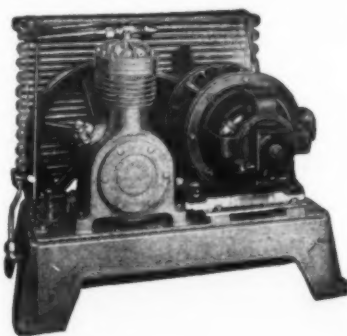
Condensing Units from Small Domestic to Large Commercial Capacities.

AIR COOLED WATER COOLED  
METHYL CHLORIDE or SULPHUR DIOXIDE

**POLICIES  
PRODUCTS  
PRICES**

Providing Proper Profit To All Distributors.  
WRITE FOR FULL INFORMATION TO

**KULAIR CORPORATION, PHILADELPHIA, PA.**





Little Stories of Interesting  
PEOPLE  
In the Refrigeration Industry

# THE EXPANSION VALVE

By George F. Taubeneck

Little Stories of Interesting  
IDEAS  
In the Refrigeration Industry

## This Is a Story

This is a story of a boy who loved to play with machines, and of the machine-minded man into which he grew.

It is much more the story of a particular machine which so fascinated him that he has not only built his career around it and upon it, but has for its sake turned himself into a many-sided individual which the machine-minded boy and man would not have recognized a decade ago.

The man is Howard Blood, president of the Norge Corp., and the machine which became such an obsession with him was the rotary compressor which is the heart of Norge electric refrigerators.

No apology for the rotary compressor is this tale.

Whether or not this mechanism is right in principle is for engineers to palaver about, and is far beyond the ken of a humble fashioner of stories about interesting men.

But after one has seen the picture of Howard Blood, the boy who loved machines to the point of abstraction, one can go no further into an explanation of his life and his remarkable metamorphosis into a gambler and a financier and a merchandiser without taking into account that rotary compressor which he saw one day in a St. Louis machine shop.

Howard Blood was not born a gambler. He didn't especially want to become a financier, nor was he primarily interested in theories of merchandising, although he has done considerable selling throughout his career. He didn't care about being a man-in-the-public-eye. What he wanted most was the opportunity and the privilege of working in and managing a machine shop like the one in which he had grown up.

When he discovered this rotary compressor, however, something happened.

Like a mother who will forego all desires and upset the conditioning of a lifetime for the sake of her child, Howard Blood became whatever it was necessary that he be to keep that machine alive.

There came a time when he had to gamble every earthly possession on that device, when he had to make himself an adroit and astute financier in order that he might be allowed to keep on playing with it and nursing it along.

And again came the time when he saw he must transform his engineering mind into a merchandising mind, so that his machine might make the grade in exceedingly fast merchandising company.

That done, he was looked upon as a public figure. This situation he met, too, in his presto-change, leopard-change-your-spots manner.

But before we tell you more about the events that led up to these overnight changes in a rapt man, let's take a peek or two at the Boy Who Loved Machines. It will help us understand the Man with an Obsession.

## Universal Joins

Howard Blood can't remember the time when he wasn't living for and in a machine shop.

For this urge to tinker in his early boyhood and young manhood, he found outlet in the Blood Bros. Machine Co. of Kalamazoo.

His father and uncle had established this concern to manufacture universal joints and other automotive parts, after the father had devised a universal joint which enjoyed almost immediate demand.

This universal joint, which made the first Blood machine shop possible, had its inception in this way:

Howard's father built automobiles. Long ago he had constructed a car with four-speeds sliding transmission; and the first side-entrance gasoline buggy was a product of his imagination and labor.

In the process of making these automobiles, he was confronted with the fact that what he needed most was a good universal joint. So he concentrated on that and, in typical Blood fashion, he produced just what he needed.

Immediate attention and respect were given this universal joint. He received some orders. Soon the orders began piling up; and he realized that he would be foolish not to become a manufacturer of universal joints. So he did.

We have spent this time with Howard's father because in the father appear traits which are characteristic of the son.

These men have had that rather rare faculty of seeing a situation clearly, of meeting it quickly, of fac-

ing about—if necessary—without qualms or regrets or Lot's-wife looking back over shoulders at burned bridges.

And about it all they have been as matter-of-fact as a grocery bill.

## Race Tracks

Not all the products of the Blood Bros. Machine Co. were universal joints. There were other automobile parts; but we are particularly interested in the Cornelian standard-tread cycle car.

Young Howard Blood was the prime mover of this car. He supervised its manufacture, serviced it, publicized it.

when he was connected with E. E. MacCrone & Co. of Detroit.

Then came America's participation in the World War. Almost before he realized it he had been commissioned to build and equip McCook Field, a headquarters for aircraft engineering and development. For this task, and for his work as chief executive officer at the field, he was made a major in the air service.

Following the war he was called, along with C. D. Donaven and J. H. Knapp, to Canada by General Motors. There he directed the construction and management of the Walkerville plants for General Motors of Canada, Ltd., for four years.

## The Major Ponders on His Pet



Major Howard E. Blood, president of Norge, studies the Rollator during a spare moment.

Under his direction the Cornelian was raced at the Indianapolis speedway by such famous drivers as Boyer and Louis Chevrolet. It was put through its paces on many dirt tracks, too.

That was good fun, and good experience—both in mechanics and in management.

## The Maize and Blue

Following his graduation from high school, the present Norge leader did what was to him the most natural thing in the world.

He moth-balled his beribboned diploma, put on a pair of overalls, and went straightway to his father's machine shop.

There he stayed for a year. And then, in the characteristically forthright fashion of his family, he decided he didn't know enough about engineering theory. So he packed his bag and hied himself off to college.

The University of Michigan at Ann Arbor was his home for the next four years, at the end of which time he was graduated with a degree in mechanical engineering.

During this period came a bit of direct merchandising experience.

Whether or not he was able to put any of this experience to work for him when he had Norges to sell in the face of fast-moving competition is problematical. The sales set-ups were entirely different.

As is the case with nearly any form of experience, however, this selling job undoubtedly helped him grow.

He began, in the simple, direct Blood manner, to sell his father's universal joints.

Before he donned cap and gown for commencement exercises he was selling the entire output of his father's factory.

## Stocks, Airplanes, Canada

Stocks and bonds occupied his attention during the years 1916 and 1917,

## The Triumvirate Is Cemented

Exceedingly well did these three men work together. So when there came an S.O.S. from the Detroit Gear and Machine Co., not one, but all three answered it. They are still working together.

Since its incorporation in 1910, "Detroit Gear" had been making transmissions. It had a creditable history. But in 1923, when the Blood-Knapp-Donaven triad took charge, the company was on the toboggan.

Starting by redesigning the transmissions, the triumvirate added new accounts—and without recourse to financial reorganization—soon had the company in tip-top shape.

Some dissatisfaction with the business as it then stood, however, was felt among the trio. It seemed to these men that their concern needed a little diversification.

And here begins the tale of the rotary.

## Shake Hands with the Rotary

It happened that Mr. Blood had a good friend in St. Louis by the name of McMullen (E. E. McMullen, now Norge distributor in St. Louis).

On a visit down there in the winter of 1924-1925, Mr. Blood was taken by Mr. McMullen and John C. Schott to see the "woodshed model" electric refrigerator which the latter two men were making and marketing.

"One feature of this electric refrigerator which interested me very much," says Mr. Blood, "was the rotary compressor—one which, to my surprise, impressed me as being mechanically durable."

"I had been taught in the shop and at college that rotary compressors of the conventional revolving vane type were potentially highly efficient when new, but were essentially short-lived mechanisms because of the rapid wear of the operating parts."

"Here, however, was a rotary compressor in which the rapid revolving vane motion had been supplanted by a slow, easy, gyrating motion of three moving parts which ran submerged in oil."

"I don't hesitate to admit that I was tremendously fascinated."

## Directors Get Cold Feet, Hug Shirts

Back to Detroit went Howard Blood with a model of this compressor under his arm. He hired a refrigeration engineer, and began working to refine the mechanism.

A year of this experimental work culminated in the manufacture of 110 machines, which were put out on test in the homes of friends in Detroit and St. Louis.

Even his best friends wouldn't tell him that there was anything the matter with these electric refrigerators, so he decided to make and sell 1,000 machines.

facts, fiction-resembling, onward-and-upward though they may be.

Up until a day or two before the expiration of the option, prospects were dark blue for the raising of the money needed.

Some fast thinking, some conferring, some sleeper jumps, and the amount was raised with plenty to spare!

"Gradually we expanded our distribution until we were shipping refrigerators to many foreign countries," continues the Norge chief executive.

"While we didn't carry on any aggressive merchandising campaign, several distributors did a good business, all of which swelled the total."

"In 1929 we were offered a much larger financial background in the form of a merger with the Borg-Warner Corp. We decided to accept, and both Detroit Gear and Machine Co. and the Norge Corp. became fully owned by Borg-Warner."

Mr. Blood is a director of Borg-Warner, and has recently been elected to the Borg-Warner executive committee.

## The Ford Idea

Now there were money and resources available. Here was an opportunity to make Norge felt in the industry. It would take a merchandising policy, and a dogged determination to pursue it. Howard Blood produced both.

A "package merchandise" line was designed. These refrigerators could be delivered in the original shipping crate directly to the consumer.

Further, the Ford Idea was introduced. "Any old color so long as they're white." Concentration on a very few domestic models. No commercial line. Quantity production on a limited number of standard models.

Distribution became more extensive.

## The Boom of 1931

And then something happened which was of a nature almost sensational. Norge went national in 1931—and jumped about 20 places in the comparative rankings (according to volume) of the various concerns in the industry.

Arriving at a genuine "psychological moment" (we hate to use that frayed-at-the-edges phrase, but it fits here as does nothing else) the Norge line boomed.

Wide promotional efforts of the pioneers in the industry had created considerable public acceptance for electric refrigeration.

Retailers of many varieties were looking for franchises for this popular new article.

Came Norge with a line designed especially for these classes of retailers, and the chance was grabbed. With results highly pleasing to Howard Blood and his associates.

## At Home

And there you have the story. A simple, direct tale about a man of simple tastes and habits and a direct manner of solving a problem.

A born mechanic, he became infatuated with a mechanical device. To "put across" this device he risked all he had, became a financier, turned merchandiser.

And today, when Norge men assemble and want him to stand up on a chair so they can see him and cheer for him, he complies gracefully. If a speech is needed, he makes it skillfully and forcefully.

He is not naturally inclined to these things, we believe. He is most at home and happiest in a machine shop, producing things mechanical.

But the fostering of his mechanical pets has incited him to grow and develop in many directions. The end of this growth, we suspect, has not yet been reached. Some day there may be other chapters to this story.

He is a broad-shouldered, heavily muscled, round-headed man, with an exuberance of vigor and vitality—kept under the leash.

Quiet to the point of secrecy, his has been a life of no startling external events. His successive inward revolutions, however, would interest a psychological novelist.

Little time has he for recreation. Nevertheless both the American Power Boat Association and the Yachtsmen's Association of America have named him an official measurer (a job concerned with the allotment of handicaps, and suchlike). In addition to boating, he enjoys taking his own motion pictures.

He has a wife (Edith C. Goodrich became Mrs. Howard Blood in 1910), three daughters—two of whom are being schooled in the East at present—and one son. The boy, like the father and the grandfather, already shows signs of being mechanically inclined.

At this point the directors of Detroit Gear and Machine Co. made up their minds to sit tight.

They were quite satisfied with their regular cuts of transmission melon, and had no intentions of endangering their shirts by embarking on a new enterprise.

Says Mr. Blood:

"They viewed with alarm any attempt to get into so highly a competitive business—one which was already strewn with the wrecks of many unsuccessful attempts, and in which such large companies as Frigidaire, Kelvinator, and others had already apparently established themselves so firmly."

"The directors passed resolutions ordering me to discontinue all work on refrigerators and confine myself to the gear business."

Then and there Howard Blood became a financier—and a gambler.

## The Last Minute

This rotary compressor was Howard Blood's pet, and he was not going to let it be squashed so easily.

With his associates he proceeded to gamble his all on that refrigerator. They obtained options on all of the common stock of Detroit Gear and Machine Co., and continued to manufacture electric refrigerators—at their own risk.

Mr. Blood thus became personally responsible for all moneys expended on refrigeration development and production since the date that the shirt-loving directors had directed him to cease and desist engaging in the refrigerator business.

In January, 1927, the Norge Corp. was organized to take over all the common stock of the Detroit Gear and Machine Co. The triumvirate retained control.

"From that time on," says Mr. Blood, "we continued to expand our transmission business even more rapidly than before, and Norge refrigeration business grew steadily."

We have a hunch that this story may have an Alger-like ring to it, a smacking of the American magazine as Merle Crowell edited it. But what can one do? These are the



"AN ADDRESS OF DISTINCTION"



### Exceptional in Every Detail

THE finer character of THE DRAKE accommodations, foods and service is reflected in the continued patronage of seasoned travelers...and in the extra comfort the guest enjoys. Rates begin at \$4.00 per day. Permanent Suites at Special Discounts.

**THE DRAKE**  
HOTEL, CHICAGO  
Under Blackstone Management

BY ALL MEANS COME DOWN BY  
THE SEA THIS FALL

## HOTEL STRAND

Pennsylvania Ave. and Boardwalk  
ATLANTIC CITY

Low fall rates make it possible for you to live at this splendid beach-front hotel cheaper than you can live at home.

Prices as low as \$6 per day, single, with private bath and three Strand meals. Complimentary teas daily. Music. Salt water baths.

Special Weekly Rates  
Also European Plan

ATLANTIC CITY  
IS GLORIOUS

Let us know your requirements and  
we will gladly please you

T. E. Randow, Mgr. H. B. Richmond, Prop.

## GIBSON ELECTRIC ADDS NEW MODELS TO LINE

(Concluded from Page 1, Column 5)

other models in the Gibson line, the new small refrigerator has an all-steel cabinet mounted on 11-in. legs, and with a buffet top. Exterior finish is white lacquer, while the interior is of porcelain.

Three inches of Balsam Wool insulation are used in the sides and back of the new model, with 3½ in. in the bottom and in the door. Black Panelyte door liners are used.

Overall dimensions are 23½ in. wide, 27½ in. deep, and 45 in. high. Interior measurements are 17½ in. wide, 17 in. deep, and 20 in. high.

The same 1½-hp. "MonoUnit" compressor and low side assembly is employed on all four Gibson machines. The design contemplates removal of the complete refrigerating unit through the top of the cabinet. Two pounds of sulphur dioxide comprise the refrigerant charge.

The compressor is of the twin cylinder reciprocating type with 11/16-in. effective stroke and 1 1/16-in. bore. The cylinders operate through a direct connection to the 1½-hp. Delco motor with a 4-blade Cope-Swift cooling fan on the other end. The compressor alone weighs 10 lbs.

American Radiator expansion valves, 8-point Ranco controls, and Bush condensers are used as standard equipment.

### PROFESSIONAL SERVICE

#### Testing Laboratory

For refrigerators  
and refrigerating equipment

**George B. Bright Co.**  
Refrigerating Engineers and Architects  
2615 12th St., Detroit, Mich.

#### Trained Men Available

When in need of practical, trained shop mechanics, sales, installation or service men, patronize this FREE Placement Bureau. We have competent, trained graduates available in every locality, to meet your requirements. With or without experience. No charge to the men or to you. Write, phone or wire.

**Utilities Engineering Institute**

Placement Division  
4403 Sheridan Rd., Chicago  
Dept. 4111

## Pierce, Advertising Executive, Dies

CHICAGO—Richard W. Pierce, vice president of Henri, Hurst & McDonald, Inc., advertising agency handling the Westinghouse electric refrigerator account, died at his home in Winnetka Oct. 28 after a few hours' illness of heart disease.

Mr. Pierce, who was 38 years old, was a talented speaker and addressed many distributors' meetings for Westinghouse, usually giving the audience a large number of practical sales ideas, as well as enthusiasm for the advertising plans.

He joined the Chicago advertising agency three years ago and concerned himself chiefly with the development of sound promotion and merchandising ideas for products with high unit sales value.

### REQUESTS FOR INFORMATION

Readers who can be of assistance in furnishing correct answers to inquiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

#### Webb Slingabout

Query No. 574—"What is the address of the manufacturer of the Webb Slingabout?"

Answer—Chas. J. Webb and Co., Amber and Willard Sts., Philadelphia, Pa.

#### Compressor, Coil Manufacturers

Query No. 575—"What companies manufacture compressors and coils for apartment house work?"

Answer—See advertisers in this issue and preliminary listing for 1932 Refrigeration Directory on Pages 14 and 15, September 30 issue.

#### Parts for Zerozone

Query No. 576—"Where can parts for Zerozone refrigerators be secured?"

Answer—Zerozone Corp., 939 E. 95th St., Chicago.

#### Refrigerated Trucks

Query No. 577—"What companies are manufacturing parts for the assembly of truck refrigeration units?"

Answer—See preliminary listing for 1932 Refrigeration Directory on page 23 of October issue of REFRIGERATED FOOD NEWS.

#### Breaker Strip Mouldings

Query No. 578—"What companies manufacture breaker strip mouldings for refrigerator cabinets?"

Answer—National Vulcanized Fibre Co., Maryland Ave. and Beech St., Wilmington, Del.; General Plastics, Inc., 37 E. Waick Rd., North Tonawanda, N. Y., and Spaulding Fibre Co., Inc., Tonawanda, N. Y.

#### Copies of Quinn Article

Query No. 579—"Where can pamphlets of the article written by T. K. Quinn, vice president of General Electric Co., which appeared in the Sept. 30 issue of ELECTRIC REFRIGERATION NEWS, be secured?"

Answer—Walter Daily, advertising and sales promotion manager, General Electric refrigeration department, Hanna Bldg., Cleveland, Ohio.

#### Welsbach Parts

Query No. 580—"Where can I secure parts for the Welsbach refrigerator?"

Answer—Welsbach Co., Gloucester, N. J.

#### Coin Operated Refrigerators

Query No. 581—"What is the address of the company manufacturing coin devices for electric refrigerators which recently advertised in ELECTRIC REFRIGERATION NEWS?"

Answer—Meterice of America Co., Ltd., Pacific National Bldg., Los Angeles, Calif.

Query No. 582—"What companies are manufacturing coin devices for electric refrigerators?"

Answer—See answer to Query No. 581 and Mills Novelty Co., 4100 Fullerton Ave., Chicago, and Studner Brothers, Inc., 245 Fifth Ave., New York.

#### Refrigerator Parts

Query No. 583—"Where can parts be secured for standard make electric refrigerators such as Kelvinator and Frigidaire?"

Answer—Kerotest Mfg. Co., 2525 Liberty Ave., Pittsburgh, Pa., and Iceless Refrigeration Accessories, 2401 Chestnut St., Philadelphia.

#### Refrigerator Deodorants

Query No. 584—"Can you furnish me with the address of the Odorgone, Ltd. Also are there any other manufacturers of deodorants for electric refrigerators?"

Answer—Odorgone, Ltd., 1105 N. Western Ave., Los Angeles; Nodor Corp., 608 N. LaBrea St., Los Angeles, and Zorite Products Corp., 118 Broadway, Oakland, Calif.

#### Glass Defrosting Trays

Query No. 585—"Where can glass de-

## NEMA DATA FORMS GO TO DIVISION MEMBERS

(Concluded from Page 1, Column 1)

Code, the Interstate Commerce Commission regulations, the A. S. M. E. Code on Unfired Pressure Vessels, etc.

The city in question has been informed that the fields covered by these various codes are distinct from the field covered by the American Standard Refrigeration Code and therefore conflict does not result. Such other codes are referred to by stating at various points in the American Standards Association Refrigeration Code that the rules of the local "authority having jurisdiction" shall govern.

In this way the refrigeration code leaves electrical matters to the local authorities who usually recognize the National Electrical Code, and likewise the regulations as to containers are governed by the rules of the Interstate Commerce Commission.

The Industrial Research committee reports that it has invited the advertising managers of member companies to its next meeting for the purpose of assisting in the preparation of information relating to food wastage which will eventually be made available for publication.

The meeting was attended by the following: Louis Ruthenburg, Copeland Products, Inc.; J. A. Harlan and R. E. Smithson, Frigidaire Corp.; T. K. Quinn and P. B. Zimmerman, General Electric Co.; G. W. Mason, Kelvinator Corp.; H. E. Blood, Norge Corp.; F. E. Smith, Servel, Inc.; G. M. Johnston, Universal Cooler Corp.; J. D. Taylor and M. C. Terry, Westinghouse Electric & Manufacturing Co., and Glenn Muffy and E. S. Aumend, N. E. M. A.

The division members were the guests of the General Electric Co. during the evening for dinner and entertainment at the Hermit Club.

frosting trays be purchased?"  
Answer—Corning Glass Works, Corning, N. Y.

### ANSWERS TO BACK QUERIES

Query No. 520—"Where can I secure parts such as thrust washers, bearings, and carbon brushes for a Frigidaire unit?"

Answer—Kerotest Mfg. Co., 2525 Liberty Ave., Pittsburgh, Pa., and C. E. Keck, 3898 Parkdale Rd., Cleveland Heights, Ohio.

## BUYER'S GUIDE

Manufacturers Specializing in Service  
to the Refrigeration Industry

SPECIAL ADVERTISING RATE (this column only)—\$12.00 per space.  
Minimum contract—13 insertions in consecutive issues.

## OPPORTUNITY

For outstanding distributors to secure ideal sales companion  
for Electric Refrigerators - a profitable volume item.

The Modern Electric Range

## ELECTROCHEF

Write for details

ELECTROMASTER, INC.

1803 E. Atwater St., Detroit

## SPECIAL APPLICATIONS

Complete facilities and long experience at your service to build special designs, sizes and shapes of cabinets and coolers. Expert refrigeration engineering applied to your problems. Send sketch and description of your requirements. Blue prints and estimates will be furnished promptly.

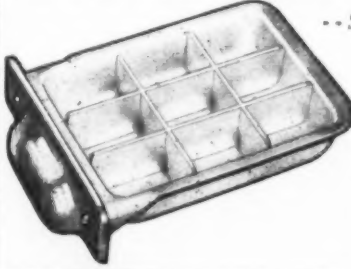
Manufacturers of Soda Fountains and Commercial Refrigeration

## VALERIUS CORP.

JEFFERSON, WIS.

## STOCK PARTS LOWER COSTS

--Speed Up New Model Production



Hoosier Stock Parts save retooling expense, eliminate profitless small operations, stop delays. We ship from stock to meet your production schedules. Send us your specifications for quotation on stock or special designs.

## HOOSIER

LAMP & STAMPING CO., EVANSVILLE, IND.

## THE CONDENSER

ADVERTISING RATE fifty cents

per line (this column only).

SPECIAL RATE if paid in advance—Positions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each.

REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 550 Maccabees Building, Detroit, Mich.

### POSITIONS AVAILABLE

WANTED—Retail salesman, both domestic and commercial, Kelvinator electric refrigerator, for the best suburb in the United States. Give experience in first letter. Permanent. Now is the time to lay plans for sales in 1932. Box 387.

### POSITIONS WANTED

ENGINEER, college trained, now employed as junior executive, desires responsible position with concern expanding their division of industrial and home air conditioning. Experienced in heating and ventilating; blow-pipe and exhaust design; maintenance and production; experimental and compressor assembly. Willing to take responsibility for putting air conditioning department on money-making basis; capable sales engineer. \$6,500. Age 30. Married. Box 386.

PRODUCTION MANAGER—Fifteen years' experience with nationally known concerns. Excellent record of achievement on cost reduction and efficient management. Can organize a refrigerator plant in all details or reorganize a going concern. Available November 15th. Box 385.

EXPERIENCED electrical refrigeration executive available for new connection where successful past performance will be an asset. Four years' experience in commercial and domestic activities, both wholesale and retail. Thorough knowledge of the industry from every angle. Old enough to maintain balance, young enough to generate enthusiasm throughout the organization. Available for interview now. Box No. 381.

### MISCELLANEOUS

WANTED—Responsible manufacturer, who must have equipment suitable for production of small condensing units and willing to consider proposal to build them for the trade. New units are up-to-date, silent and efficient. Superior to anything now available to assemblers, they will sell in competition to conventional belt-driven types. Address Box 377, Electric Refrigeration News.

## Electric Refrigeration News Refrigerated Food News

Take advantage of these money-saving subscription offers before rates go up

### These Offers Expire Dec. 31, 1931\*

	Electric Refrigeration News (Issued Weekly)		Refrigerated Food News (Issued Monthly)		Both Electric Refrigeration News and Refrigerated Food News	
	1 Year	3 Years	1 Year	3 Years	1 Year	3 Years
1 subscription (U. S. & Possessions and Pan-American Postal Union countries).	\$2.00*	\$5.00	\$1.00	\$2.50	\$2.50	\$6.50
5 or more subscriptions, paid in advance, U. S. only, each	1.75	4.50	.95	2.40	2.25	6.00
10 or more subscriptions, paid in advance, U. S. only, each	1.50	4.00	.90	2.30	2.00	5.50
20 or more subscriptions, paid in advance, U. S. only, each	1.25	3.50	.85	2.20	1.75	5.00
50 or more subscriptions, paid in advance, U. S. only, each	1.00	3.00	.80	2.10	1.50	4.50
1 subscription (Canada)	5.00		2.00		6.00	
1 subscription (All other countries)	3.00	7.50	1.50	4.00	4.00	10.00

\*Effective Jan. 1, 1932, subscription price of ELECTRIC REFRIGERATION NEWS (now issued every week) will be increased to \$3.00 a year.

GROUP SUBSCRIPTION OFFERS: These special rates are for paid-in-advance subscriptions in United States only. Charge orders are billed at the single-subscription rate, regardless of number. Papers will be mailed to individual addresses. Use separate sheet for additional names.

COMBINATION RATES: A new subscription to REFRIGERATED FOOD NEWS may be combined with a renewal or extension of an old subscription to ELECTRIC REFRIGERATION NEWS. It is not necessary for expiration dates to coincide.

BUSINESS NEWS PUBLISHING CO.,  
550 Maccabees Building, Detroit, Mich.

Gentlemen:

☐ Renew subscription to  
☐ Enter subscription to

☐ Electric Refrigeration News ☐ 1 year ☐ 3 years  
☐ Refrigerated Food News ☐ 1 year ☐ 3 years  
☐ Both of above papers ☐ 1 year ☐ 3 years

I am enclosing \$.....in form of ☐ Check ☐ Money Order ☐ Cash

Name .....

Attention of or Care of .....

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City and State .....

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